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BETTER BOLINAS CLUB

Bolinas, Calif
March 4 1931

Stinson Beach Improvement Club
Stinson Beach, Calif

Attn; Mr. Marble

Gentlemen;

Responding to your inquiry as to the stand taken by this organization relative to road matters in this dirstrict; as secretary, I would state the situation about as follows;

After the investigations and discussion indulged in by the joint committee, the results of which are familiar to you, we appointed a second committee which was authorized to work along the lines of those not in agreement with the findings of the joint committee.

This new committee has worked diligently but shows little evidence of actual progress towards attaining the objects in view. As a result, at a recent meeting a resolution to the following effect was passed -- That the Better Bolinas Club agree to back Supervisor Gardner in his scedule for road improvement for the year 1931, if his plan as announced to the Joint Road Committee Nov. 22 1930 (?) has not been changed. ---

Just before our special meeting of Feb. 28th I wrote Mr. Gardner, asking whether any change had been made in above-mentioned programme or schedule. He did not answer the question but said that he would attend our meeting and explain. Mr. Gardner however did not attend the meeting on account of an accident.

In short then, the situation with us is that we will back Gardner's schedule, probably, if he has not altered the plan with which your Mr. Marble is familiar.

Yours very cordially
BETTER BOLINAS CLUB
A. M. Gilbert
A. M. GILBERT
SECY.

NEWTON P. HOWE, President | JUDGE A. H. UPTON, 1st Vice-President | SUPR. C. J. GARDNER, 2nd Vice-President | SUPR. ANDREW J. GALLAGHER, 3rd Vice-President | SUPR. B. F. FLINT, 4th Vice-President | CLYDE EDMONDSON, General Mgr. and Secy.

SHORELINE HIGHWAY ASSOCIATION

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San Francisco

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ELLIOT M. EPSTEEN
SUPR. ANDREW J. GALLAGHER
FREDERICK H. MEYER
SUPR. FRED SUHR

Marin County

R. ANDERTON
O. C. CAPPELMAN
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SUPR. C. J. GARDNER
SUPR. A. MARTINELLI
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JUDGE A. H. UPTON

affiliated with and part of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
TELEPHONES: GARFIELD 6554-5

Directors

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FRANK P. DOYLE
B. B. HINSHAW
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W. J. SCHULTZ

Humboldt County

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SUPR. FRED LOWELL, TREASURER

J. B. PIATT, CHIEF ENGINEER, BOTH DISTRICTS

Point Arena Calif
March 31st 1931

Hilda Grunert
Stinson Beach Progressive Club
Stinson Beach Calif

Dear Madam:

By virtue of the importance of lending aid to the Directors of the Shoreline Highway District at this particular time, with special reference to legislative matters, I sincerely hope that your organization will be represented by a substantial delegation of directors, members, and committeemen interested, at the meeting of the Shoreline Highway Association which takes place in Santa Rosa, Tuesday, April 7th, 11:A.M., Hotel Occidental.

You have already received notice of this meeting, but I am writing you this personal letter urging upon you the need for the active support of your organization and the participation of your principals at Tuesday's meeting.

Looking forward to welcoming you and your delegation, and with kindest personal regards, I remain,

Yours most sincerely,

Newton P Howe

NEWTON P HOWE
President

/dp

The original and present plans for financing and constructing the Shoreline Highway were set up by the Nine Counties Highways Committee of the REDWOOD EMPIRE ASSOCIATION, through the following units: construction program by the Shoreline Highway Road District; Russian River Bridge by the Shoreline Highway Bridge District; publicity and advertising by the Shoreline Highway Association. All of these units were set up by and are part of the REDWOOD EMPIRE ASSOCIATION.

NEWTON P. HOWE, President | JUDGE A. H. UPTON, 1st Vice-President | SUPR. C. J. GARDNER, 2nd Vice-President | SUPR. ANDREW J. GALLAGHER, 3rd Vice-President | SUPR. B. F. FLINT, 4th Vice-President | CLYDE EDMONDSON, General Mgr. and Secy.

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Marin County

R. ANDERTON
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W. J. SCHULTZ

Humboldt County

GEORGE BRICE
SUPR. GEORGE COLE
SUPR. B. F. FLINT
T. W. HINE
WYNN MEREDITH

March 31, 1931

REMINDER OF MEETING NEXT TUESDAY, APRIL 7TH!

By virtue of absolute necessity for developing additional support to legislation, as introduced in Sacramento,--designed to benefit our Shoreline Highway project--it is very important that you participate in the meeting of your Shoreline Highway Association of your Redwood Empire Association, as follows:

NEXT TUESDAY, APRIL 7TH, 11 O'CLOCK A.M., HOTEL OCCIDENTAL, SANTA ROSA

You may have read in the press recently of opposition that is developing against this Joint Highway District legislation. Also, opposition is developing against the Mc Cormack Bill, which is designed to create a substantial sum of money in the State Highway Joint District fund. The successful passage of these measures will make possible the early construction of your Shoreline Highway.

We have recently received confirmation from the State Highway Commission that present State Highway Joint District funds are budgeted up to 1933, which means that unless we develop new funds through legislation, such as the Mc Cormack bill provides, there will be no very large funds available from state sources for construction of your Shoreline Highway.

The situation merits your interest and active support and we are looking forward to your ideas, your suggestions and your counsel at next Tuesday's meeting.

Yours sincerely,

SHORELINE HIGHWAY ASSOCIATION

Newton P Howe

NEWTON P HOWE, President

The original and present plans for financing and constructing the Shoreline Highway were set up by the Nine Counties Highways Committee of the REDWOOD EMPIRE ASSOCIATION, through the following units: construction program by the Shoreline Highway Road District; Russian River Bridge by the Shoreline Highway Bridge District; publicity and advertising by the Shoreline Highway Association. All of these units were set up by and are part of the REDWOOD EMPIRE ASSOCIATION.

Form 1207-A

CLASS OF SERVICE DESIRED			
DOMESTIC		CABLE	
TELEGRAM	X	FULL RATE	
DAY LETTER		DEFERRED	
NIGHT MESSAGE		CABLE LETTER	
NIGHT LETTER		WEEK END LETTER	

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

NO.	CASH OR CHG.
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 7th 19 31

To NEWTON P. HOWE

Street and No. SHORELINE HIGHWAY ASSOCIATION

Place HOTEL OCCIDENTAL, SANTA ROSA, CALIFORNIA.

YOUR LETTER OF MARCH THIRTY-FIRST AND TELEGRAM OF APRIL SEVENTH ONLY JUST RECEIVED STOP WHILE UNABLE TO SEND A DELEGATION WE ARE ANXIOUS TO COOPERATE WITH YOU IN EVERY WAY POSSIBLE TO ACCOMPLISH A SHORELINE HIGHWAY

PROGRESSIVE CLUB OF STINSON BEACH

MARY CHAMBERS, SECRETARY

SENDER'S ADDRESS FOR REFERENCE

SENDER'S TELEPHONE NUMBER

ALL MESSAGES TAKEN BY THIS COMPANY ARE SUBJECT TO THE FOLLOWING TERMS:

To guard against mistakes or delays, the sender of a message should order it repeated, that is, telegraphed back to the originating office for comparison. For this, one-half the unrepeated message rate is charged in addition. Unless otherwise indicated on its face, this is an unrepeated message and paid for as such, in consideration whereof it is agreed between the sender of the message and this company as follows:

1. The company shall not be liable for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the unrepeated-message rate beyond the sum of five hundred dollars; nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the repeated-message rate beyond the sum of five thousand dollars, *unless specially valued;* nor in any case for delays arising from unavoidable interruption in the working of its lines; nor for errors in cipher or obscure messages.

2. In any event the company shall not be liable for damages for mistakes or delays in the transmission or delivery, or for the non-delivery, of any message, whether caused by the negligence of its servants or otherwise, beyond the sum of five thousand dollars, at which amount each message is deemed to be valued, unless a greater value is stated in writing by the sender thereof at the time the message is tendered for transmission, and unless the repeated-message rate is paid or agreed to be paid, and an additional charge equal to one-tenth of one percent of the amount by which such valuation shall exceed five thousand dollars.

3. The company is hereby made the agent of the sender, without liability, to forward this message over the lines of any other company when necessary to reach its destination.

4. Domestic messages and incoming cable messages will be delivered free within one-half mile of the company's office in towns of 5,000 population or less, and within one mile of such office in other cities or towns. Beyond these limits the company does not undertake to make delivery, but will, without liability, at the sender's request, as his agent and at his expense, endeavor to contract for him for such delivery at a reasonable price.

5. No responsibility attaches to this company concerning messages until the same are accepted at one of its transmitting offices; and if a message is sent to such office by one of the company's messengers, he acts for that purpose as the agent of the sender.

6. The company will not be liable for damages or statutory penalties in any case where the claim is not presented in writing within sixty days after the message is filed with the company for transmission.

7. It is agreed that in any action by the company to recover the tolls for any message or messages the prompt and correct transmission and delivery thereof shall be presumed, subject to rebuttal by competent evidence.

8. Special terms governing the transmission of messages according to their classes, as enumerated below, shall apply to messages in each of such respective classes in addition to all the foregoing terms.

9. No employee of the company is authorized to vary the foregoing.

THE WESTERN UNION TELEGRAPH COMPANY
INCORPORATED
NEWCOMB CARLTON, PRESIDENT

CLASSES OF SERVICE

TELEGRAMS

A full-rate expedited service.

NIGHT MESSAGES

Accepted up to 2:00 A.M. at reduced rates to be sent during the night and delivered not earlier than the morning of the ensuing business day.

Night Messages may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such night messages at destination, postage prepaid.

DAY LETTERS

A deferred day service at rates lower than the standard telegram rates as follows: One and one-half times the standard night letter rate for the transmission of 50 words or less and one-fifth of the initial rates for each additional 10 words or less.

SPECIAL TERMS APPLYING TO DAY LETTERS:

In further consideration of the reduced rate for this special Day Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

A. Day Letters may be forwarded by the Telegraph Company as a deferred service and the transmission and delivery of such Day Letters is, in all respects, subordinate to the priority of transmission and delivery of regular telegrams.

B. Day Letters shall be written in plain English. Code language is not permissible.

C. This Day Letter is received subject to the express understanding and agreement that the Company does not undertake that a Day Letter shall be delivered on the day of its date absolutely, and at all events; but that the Company's obligation in this respect is subject to the condition that there shall remain sufficient time for the transmission and delivery of such Day Letter on the day of its date during regular office hours, subject to the priority of the transmission of regular telegrams under the conditions named above.

No employee of the Company is authorized to vary the foregoing.

NIGHT LETTERS

Accepted up to 2:00 A.M. for delivery on the morning of the ensuing business day, at rates still lower than standard night message rates, as follows: The standard telegram rate for 10 words shall be charged for the transmission of 50 words or less, and one-fifth of such standard telegram rate for 10 words shall be charged for each additional 10 words or less.

SPECIAL TERMS APPLYING TO NIGHT LETTERS:

In further consideration of the reduced rates for this special Night Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

A. Night Letters may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Letters at destination, postage prepaid.

B. Night Letters shall be written in plain English. Code language is not permissible.

No employee of the Company is authorized to vary the foregoing.

FULL RATE CABLES

An expedited service throughout. Code language permitted.

DEFERRED HALF-RATE CABLES

Half-rate messages are subject to being deferred in favor of full rate messages for not exceeding 24 hours. Must be in language of country of origin or of destination, or in French. This class of service is in effect with most European countries and with various other countries throughout the world. Full particulars supplied on application at any Western Union Office.

CABLE LETTERS

For plain-language communications. The language of the country of destination may be employed, if the Cable Letter service is in operation to that country. Subject to delivery at the convenience of the Company within 24 hours if telegraphic delivery is selected. Delivery by mail beyond London will be made if a full mailing address is given and the words "Post London" are written after the destination. Rate is approximately one-third of the full rate; minimum 20 words.

WEEK-END LETTERS

Similar to Cable Letters except that they are accepted up to midnight Saturday for delivery Monday morning, if telegraphic delivery is selected. Rate is approximately one-quarter of the full rate; minimum 20 words.

April 8th, 1931.

Mr. Newton P. Howe,
President Shoreline Highway Assn.,
Point Arena,
California.

Dear Sir:

We are in receipt of your letter of March 31st and telegram of April 7th concerning our sending a delagation to the Shoreline Highway meeting held Tuesday April 7th. We telegraphed you on that day, in care of the Hotel Occidental, as follows:

> YOUR LETTER OF MARCH THIRTY-FIRST AND TELEGRAM OF APRIL SEVENTH ONLY JUST RECEIVED STOP WHILE UNABLE TO SEND A DELEGATION WE ARE ANXIOUS TO COOPERATE WITH YOU IN EVERY WAY POSSIBLE TO ACCOMPLISH A SHORELINE HIGHWAY

Due to the fact that your letter was somewhat delayed in delivery and also to the fact that Mrs. Grunert, our secretary, has just been granted a leave of absence, we were unable to reply to your requests for attendance any sooner.

The absence of Stinson Beach delegates to the meeting was unfortunate but unavoidable. However, we wish to assure you that our members are very much interested in any efforts that are put forth towards achieving a Shoreline Highway.

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary Chambers, Secretary.

F 819 (10-29)

PACIFIC TELEGRAM

W.U.

CLASS OF SERVICE DESIRED

TELEGRAM		DAY LETTER		NIGHT MESSAGE	X	NIGHT LETTER	

PATRONS SHOULD CHECK THE CLASS OF SERVICE DESIRED; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A TELEGRAM

RECORDER'S NUMBER	TIME FILED	CHECK
25 xC	M.	11

Send the following message, subject to the terms and conditions printed on the back hereof, which are hereby agreed to.

San Francisco 4-6 1930

To

Stinson Beach Pro League
% Hilda Grunert Sec
Stinson Beach
Would appreciate substantial
delegation shore line high way
meeting Santa Rosa Tuesday eleven
o clock

Newton P. Howe

Rsd to Stn Bch 855a 2 x a

SENDER'S ADDRESS FOR ANSWER

SENDER'S TELEPHONE NUMBER

ALL MESSAGES ACCEPTED BY THIS COMPANY ARE SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS

To guard against mistakes or delays, the sender of a message should order it REPEATED, that is, telegraphed back to the originating office for comparison. For this, one-half the unrepeated message rate is charged in addition. Unless otherwise indicated on its face, THIS IS AN UNREPEATED MESSAGE AND PAID FOR AS SUCH, in consideration whereof it is agreed between the sender of the message and this Company as follows:

1. The Company shall not be liable for mistakes or delays in the transmission or delivery, or for non-delivery, of any UNREPEATED message, beyond the sum of FIVE HUNDRED DOLLARS: nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any REPEATED message, beyond the sum of FIVE THOUSAND DOLLARS, *unless specially valued*; nor in any case for delays arising from unavoidable interruption in the working of its lines; *nor for errors in cipher or obscure messages.*

2. In any event the Company shall not be liable for damages for any mistakes or delays in the transmission or delivery or for the non-delivery, of this message, whether caused by the negligence of its servants or otherwise, beyond the sum of FIVE THOUSAND DOLLARS, at which amount this message is hereby valued, unless a greater value is stated in writing hereon at the time the message is offered to the Company for transmission and unless the repeated message rate is paid or agreed to be paid and an additional sum paid or agreed to be paid based on such value equal to one-tenth of one per cent of the amount by which such valuation shall exceed FIVE THOUSAND DOLLARS.

3. The Company is hereby made the agent of the sender, without liability, to forward this message over the lines of any other Company when necessary to reach its destination.

4. Messages will be delivered free within the established free delivery limits of the terminal office. Beyond these limits the Company does not undertake to make delivery, but will, without liability, at the sender's request, as his agent and at his expense, endeavor to contract for him for such delivery at a reasonable price.

5. No responsibility attaches to this Company concerning messages until the same are accepted at one of its transmitting offices; and if a message is sent to such office by one of the Company's messengers, he acts for that purpose as the agent of the sender

6. The Company will not be liable for damages or statutory penalties in any case where the claim is not presented in writing within sixty days after the message is filed with the Company for transmission.

7. *Special terms and conditions governing the transmission of messages under the classes of messages enumerated below shall apply to messages in each of such respective classes in addition to all the foregoing terms and conditions.*

CLASSES OF SERVICE

TELEGRAMS

A full-rate expedited service.

NIGHT MESSAGES

Accepted up to 2.00 A.M. at reduced rates to be sent during the night and delivered not earlier than the morning of the ensuing business day. May be mailed at destination. See (under "Night Letters") "Special Terms Applying to Night Letters and Night Messages."

DAY LETTERS

A deferred day service at rates lower than the standard telegram rates as follows: One and one-half times the standard Night Letter rate for the transmission of 50 words or less and one-fifth of the initial rate for each additional 10 words or less.

SPECIAL TERMS APPLYING TO DAY LETTERS:

In further consideration of the reduced rate for this special "Day Letter" service, the following special terms in addition to those enumerated above are hereby agreed to:

(A) Day Letters may be forwarded by the Telegraph Company as a deferred service and the transmission and delivery of such Day Letters is, in all respects, subordinate to the priority of transmission and delivery of regular telegrams.

(B) Day Letters may be delivered by the Telegraph Company by telephoning the same to the addressee, and such delivery shall be a complete discharge of the obligation of the Telegraph Company to deliver.

(C) Day Letters are received subject to the express understanding and agreement that the Company does not undertake that a Day Letter shall be delivered on the day of its date absolutely and at all events; but that the Company's obligation in this respect is subject to the condition that there shall remain sufficient time for the transmission and delivery of such Day Letter on the day of its date during regular office hours, subject to the priority of the transmission of regular telegrams under the conditions named above.

NIGHT LETTERS

Accepted up to 2.00 A. M. for delivery on the morning of the ensuing business day, at rates still lower than standard night message rates, as follows: The standard telegram rate for 10 words shall be charged for the transmission of 50 words or less, and one-fifth of such standard day rate for 10 words shall be charged for each additional 10 words or less.

SPECIAL TERMS APPLYING TO NIGHT LETTERS AND NIGHT MESSAGES

In further consideration of the reduced rates for the special "Night Letter" and "Night Message" services, the following special terms in addition to those enumerated above are hereby agreed to:

(A) Night Letters and Night Messages may, at the option of the Telegraph Company, be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Letters or Night Messages at destination, postage prepaid.

NO EMPLOYEE OF THE COMPANY IS AUTHORIZED TO VARY ANY OF THE FOREGOING TERMS AND CONDITIONS UNDER WHICH MESSAGES ARE ACCEPTED AND DELIVERED BY THIS COMPANY.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY,
H. D. PILLSBURY, PRESIDENT

May 6, 1931.

Mr. Newton P. Howe,
Point Arena,
California.

Dear Sir:

As the report of the Shoreline Highway meeting on April 7th, has in some way been mislaid, we would greatly appreciate it if you would send us another.

Our members are interested in the work being done by the Shoreline Highway committee, and have asked to see the report.

Yours very truly,

Mary S. Chambers,
Secretary.

May 7, 1931.

Board of Supervisors,
Marin County,
San Rafael,
California.

Gentlemen:

According to the report of the Shoreline Highway meeting held on April 7th, a project is under way to oil the present Shoreline Highway and the supervisors of the various counties have been asked to cooperate in carrying this project out.

At the regular monthly meeting of the Progressive Club of Stinson Beach held May 6th, it was moved that the Marin county supervisors be asked to do all in their power to carry out this oiling project. Such cooperation with the Shoreline Highway Committee will be greatly appreciated by the Club.

Respectfully,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary Chambers,
Secretary.

NEWTON P. HOWE, President | JUDGE A. H. UPTON, 1st Vice-President | SUPR. C. J. GARDNER, 2nd Vice-President | SUPR. ANDREW J. GALLAGHER, 3rd Vice-President | SUPR. B. F. FLINT, 4th Vice-President | CLYDE EDMONDSON, General Mgr. and Secy.

SHORELINE HIGHWAY ASSOCIATION

Directors

San Francisco

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ELLIOT M. EPSTEEN
SUPR. ANDREW J. GALLAGHER
FREDERICK H. MEYER
SUPR. FRED SUHR

Marin County

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Mendocino County

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W. J. SCHULTZ

Humboldt County

GEORGE BRICE
SUPR. GEORGE COLE
SUPR. B. F. FLINT
T. W. HINE
WYNN MEREDITH

DIRECTORS
SHORELINE HIGHWAY ROAD DISTRICT
SUPR. FRED SUHR, PRESIDENT
SUPR. C. J. GARDINER, VICE PRES.
SUPR. FRED LOWELL, SECRETARY
SUPR. CHARLES PERKINS, DIRECTOR
SUPR. B. F. FLINT, TREASURER

DIRECTORS
SHORELINE HIGHWAY BRIDGE DISTRICT
SUPR. VICTOR CANEPA, PRESIDENT
SUPR. C. J. GARDINER, VICE PRES.
SUPR. CHARLES PERKINS, SECRETARY
SUPR. FRED LOWELL, TREASURER

J. B. PIATT, CHIEF ENGINEER, BOTH DISTRICTS

July 10, 1931

Stinson Beach Progressive League
Stinson Beach
California

Dear friends:

Attached copy of new Shoreline Highway folder is sent along for your criticism and comment.

You will note the principal attractions in Marin County depicted pictorially. This folder will receive concentrated distribution throughout Pacific Coast channels.

If you will indicate the quantity desired, it will be a pleasure to take care of you at once.

Assuring you of our cooperation and with best wishes, I am,

Sincerely yours,

SHORELINE HIGHWAY ASSOCIATION

Clyde Edmondson

Clyde Edmondson
General Manager

/dp

The original and present plans for financing and constructing the Shoreline Highway were set up by the Nine Counties Highways Committee of the REDWOOD EMPIRE ASSOCIATION, through the following units: construction program by the Shoreline Highway Road District; Russian River Bridge by the Shoreline Highway Bridge District; publicity and advertising by the Shoreline Highway Association. All of these units were set up by and are part of the REDWOOD EMPIRE ASSOCIATION.

BOLINAS CLUB

Devoted to the development and upbuilding of Bolinas, Marvelous Marin County, California
Noted for its splendid all-year climate and ideal home conditions

BOLINAS, CALIFORNIA

Aug. 19 1931

Mrs. Mary Chambers, Secy.
Progressive Club of Stinson Beach
Stinson Beach, California

Dear Mrs. Chambers;

I have forgotten, but I think instructions were to the effect that I send you a copy of the enclosed letter of protest against parking along the lagoon road. At all events, in case your club has the matter in mind, you will understand our position in regard to it.

With kindest regards, I am,

Yours very truly,

A. M. Gilbert
Secy.

BOLINAS CLUB

Devoted to the development and upbuilding of Bolinas, Marvelous Marin County, California
Noted for its splendid all-year climate and ideal home conditions

BOLINAS, CALIFORNIA

Aug. 19 1931

Mr. Al. O'Connor
Capt, Traffic Dept. Marin Co
Court House,
San Rafael, Calif

Dear Sir;

In accordance with a motion passed at the last regular meeting of this club, I write you to make protest against the fairly general practice of autoists parking cars along the road leading from Stinson Beach to the head of Bolinas Lagoon.

This road is none too wide for safety as it is. The law I think instructs that a parking car shall be drawn off the highway. Not knowing the width this road is supposed to have, possibly nothing unlawful is involved; I dont know, but suspect that parking on curves on such a road is unlawful, especially where the clear vision from parking position is only a matter of say 50 feet.

If our protest is well founded, your proper instructions to Traffic Officer, tending to abate this nuisance will be appreciated.

Yours very truly,
BOLINAS CLUB, Inc

A. M. Gilbert

A. M. Gilbert
Secy.

September 2, 1931

Bolinas Improvement Club,
Bolinas, Calif.

Gentlemen:

At our last regular meeting it was moved and seconded that your co-operation be asked in the matter of prohibiting parking of machines on the Lagoon Road.

We are going on record as asking the supervisors to prohibit this parking, and would appreciate it if you would do likewise.

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers, Secretary.

October, 8, 1931.

Mr. Casper Gardner,
Mill Valley.

Dear Mr. Gardner:

At the Regular Meeting of the Progressive Club of Stinson Beach last evening the members unanimously requested the Secretary to send a vote of thanks to you for your help and cooperation in getting our coast road paved so soon.

We appreciate all that you are doing for our section and we are all looking forward to the day when we can drive to Stinson Beach over a paved highway.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M. Grunert,

Secretary.

PROGRESSIVE CLUB
OF
STINSON BEACH

Devoted To Exploiting and Developing This Famous Marin County Resort

Stinson Beach, Calif. November 7, 1931

To All Property Owners:-

As you perhaps know, the "First Unit of the Shore Line Highway" (formerly called the Coast Road) is being surfaced between Tamalpais Woods and Stinson Beach: the work will be completed within about ten days and we will have a paved road all the way to the main highway. This Club has been working towards this goal ever since its organization, two years ago.

Last Spring, with the help of our Supervisor, we laid a rock foundation on our local roads, the first time they have been substantially improved in many years. Now we have an opportunity to surface with Bitumels a part of these Local Roads. To do this, everyone must help. At a Special Meeting, called for the purpose, $215.00 was enthusiastically subscribed, and those of you we have been able to reach by telephone, have promised financial aid.

Our plan is to put a nine foot Bitumel paving from the County Highway up Airey's Hill, continuing both ways as far as the money subscribed will permit. Supervisor Gardner has offered the use of the Road Machinery to prepare the surface for the Bitumels. By surfacing these roads now, we prevent our foundations being washed away.

Now is the time to get a lot for your money. The paving machinery is in this vicinity and the work must be done before the winter storms. The more you subscribe the more paving will be done. Please respond at once by sending your subscription. Quick action is necessary. The money will be deposited in our Road Fund and will be used for no other purpose. In the event enough money for this work is not forthcoming, or the work prevented by winter weather, your money will be refunded upon request.

Those abutting on the paving please give as liberally as possible. Any amount is acceptable, but to pave any distance, subscriptions should be from $10 up. Make checks payable to The Progressive Club of Stinson Beach - Road Fund - and mail them at once to our Secretary

Mrs. Paul Grunert
Stinson Beach

MARVELOUS MARIN COUNTY

PROGRESSIVE CLUB
OF
STINSON BEACH

Devoted To Exploiting and Developing This Famous Marin County Resort

Stinson Beach, Calif. November 7, 1931

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Mrs. Paul Grunert
Stinson Beach

MARVELOUS MARIN COUNTY

HARRY LUTGENS
President
[redacted]

FREDERICK H. MEYER
Past President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER *of* COMMERCE *Nine Counties*

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

November 10, 1931

OPENING ANOTHER IMPORTANT HIGHWAY SECTOR:

NOVEMBER 22ND IS THE DATE ----

The beautiful new Alto - Waldo sector of Route 1, Redwood Highway, including the new redwood bridge across Richardon's Bay, will be formally dedicated to future tourist and vacationist traffic, on Sunday, November 22nd, when a mammoth celebration will take place sponsored by the Redwood Empire Association, Marvelous Marin Inc., and affiliated organizations.

Simultaneously a new unit of the Shoreline Highway, which is now being hard surfaced, will be opened, namely that sector between Dolan's and Stinson Beach. At the same time the sector of your Redwood Highway, from Dolan's to intersection near Waldo, will officially become a part of the Shoreline Highway.

We want you to mark November 22nd on your calendar now.

This celebration will be the climax of the year's highway and bridge dedications. There will be pageantry, music, and other features. Speakers will include high state and federal highway officials and engineers, and others.

The new type "braid" separation of this new unit (north of Waldo) is of special interest. The new redwood bridge is a beautiful structure, and one that will stand for generations to come. The new paved unit of the Shoreline Highway, leading to the scenic beach and coast area makes a spectacularly scenic drive.

Bring along a delegation, enjoy the day, and help celebrate the Redwood Empire's newest highway improvement. Details will be announced later.

Sincerely yours,

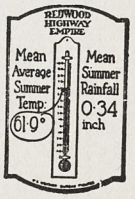
H G RIDGWAY, General Chairman
Events & Celebrations Committee

/a

P.S. You are asked to meet with the Events & Celebrations Committee this Thursday, November 12th, 10:A.M., Paloma Inn, San Rafael, when final plans and program will be agreed upon.

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . EDWARD MORRIS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce



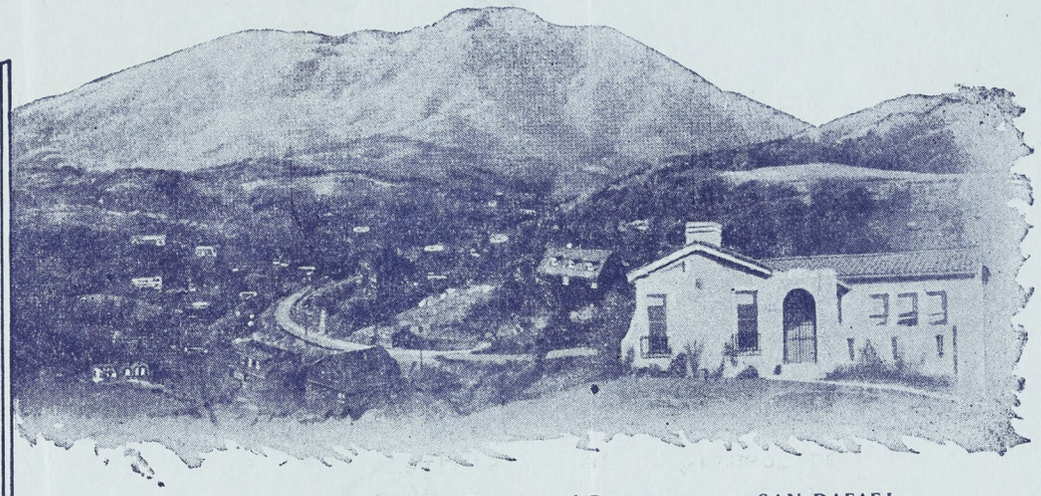
Telephone San Rafael 807

Headquarters Court House Annex

MARVELOUS MARIN

Incorporated
CALIFORNIA

PRESIDENT
HARRY G. RIDGWAY
SAN RAFAEL
SECRETARY
LEON C. SMITH
SAN RAFAEL
TREASURER
CHAS. A. REDDING
SAN RAFAEL
DISTRICT VICE-PRESIDENTS
FIRST DISTRICT
HARRY LUTGENS
SAN RAFAEL
SECOND DISTRICT
R. N. CARSON JR., ROSS
THIRD DISTRICT
FRANK B. ANDERSON
SAUSALITO
FOURTH DISTRICT
DR. F. M. CANNON
PT. REYES
FIFTH DISTRICT
JOS. A. STUTT, NOVATO



GOOD SCHOOLS • PURE WATER

VICE PRESIDENTS
AT LARGE
R. C. Doherty----Larkspur
Lucien Remy-San Anselmo
Dan McClean---Belvedere
Carlos Freitas-San Rafael
Harry Christensen-Fairfax
James Russell--Mill Valley
A. J. Cain---------Novato
Rev. Leo Taeyaerts-Olema
J. P. McCabe----San Rafael
Ben Johnson----Kentfield
J. R. Booth---San Anselmo
Robert Anderton--Bolinas

Marin County Chamber of Commerce SAN RAFAEL
November 16th 1931

ALL MARIN COUNTY INVITES YOU--

Together with your family, your friends, and all others throughout our neighboring Redwood Empire counties, to dedicate the two newest units in the Redwood Empire system of highways:

NEXT SUNDAY, NOVEMBER 22ND, 11:00 A.M.

Come to the new "Redwood Richardson's Bay Bridge first not later than 10:30 o'clock, the speaking program commencing at 11:00, interspersed with spectacular and colorful early Spanish California pageantry and beauty.

Then tour the Shoreline Highway's newest hard-surfaced sector, from Tamalpais Valley to Stinson Beach, and enjoy the restful beaches of Marin County which are an outstanding attraction of your Redwood Empire.

You will have a wonderful time and enjoy a splendid outing.

Celebrations sponsored by Redwood Empire Association, Marvelous Marin Inc, California Redwood Association and Stinson Beach Progressive Club.

Next Sunday is the day. We are expecting you. COME ALONG!

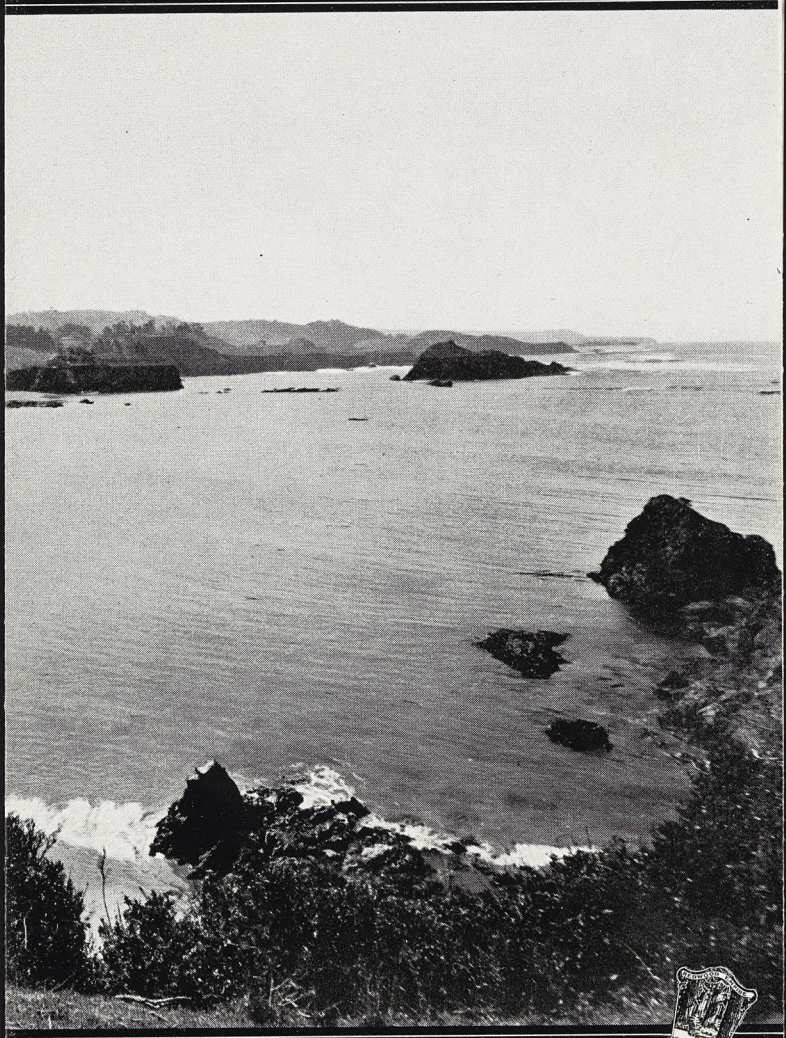
Yours sincerely,

H. G. Ridgway

H G RIDGWAY, President
Marvelous Marin Inc., and
Vice-President REDWOOD
EMPIRE ASSOCIATION.

GATEWAY TO THE REDWOOD EMPIRE — AN IDEAL PLACE TO LIVE

Tour the SHORELINE HIGHWAY . . . . . in the REDWOOD EMPIRE



Issued by the

SHORELINE HIGHWAY ASSOCIATION

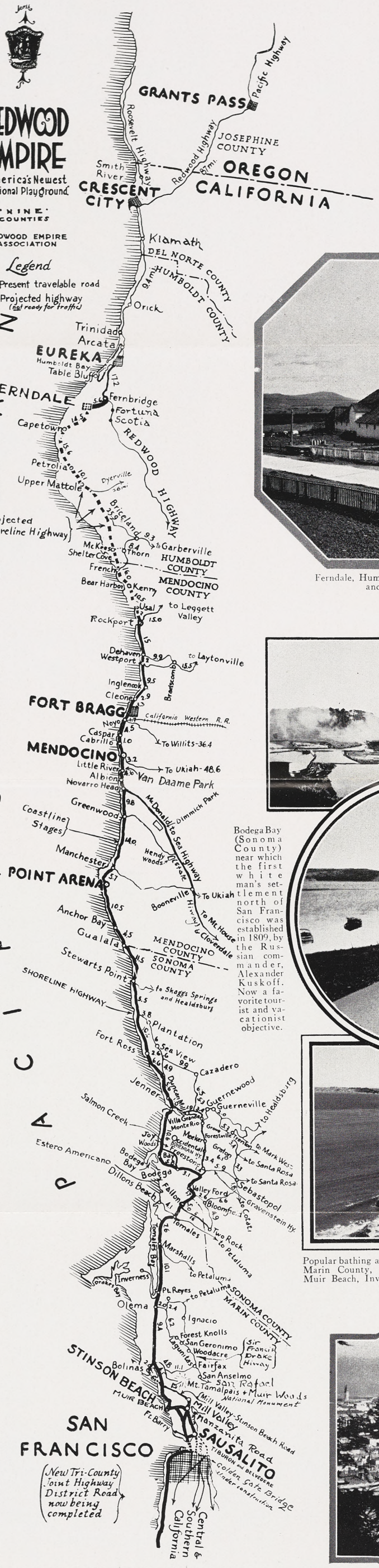
affiliated with and part of the non-profit

REDWOOD EMPIRE ASSOCIATION

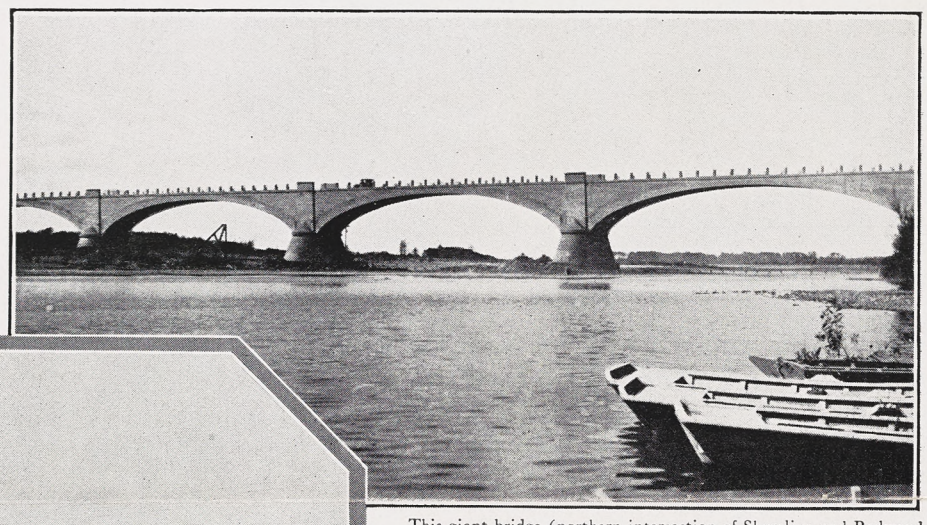
SAN FRANCISCO

SHORELINE HIGHWAY

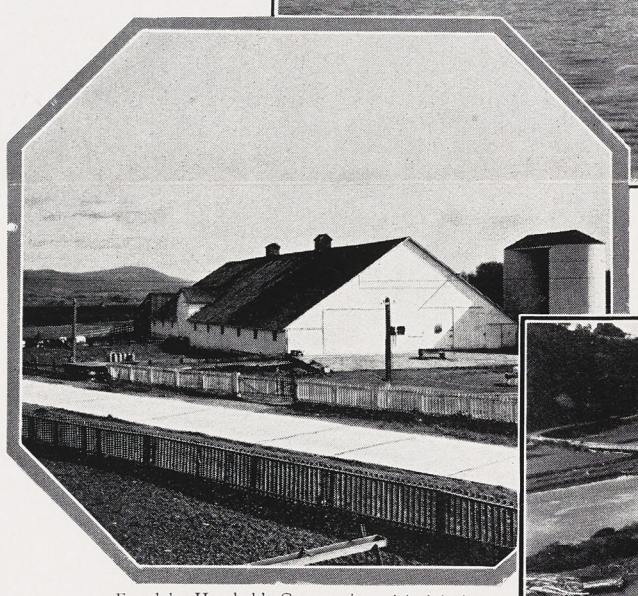
in the REDWOOD EMPIRE



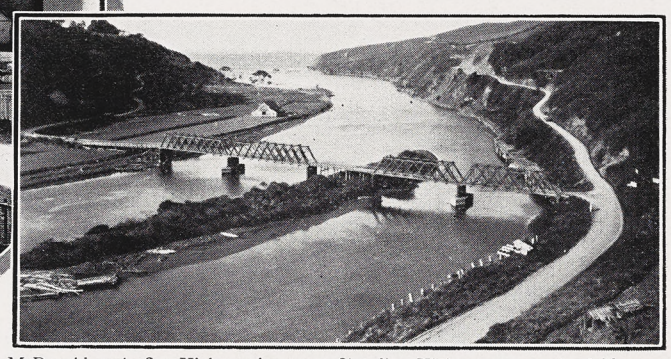
©1931 by C. E. for Redwood Empire Association
Published in the U. S. A.



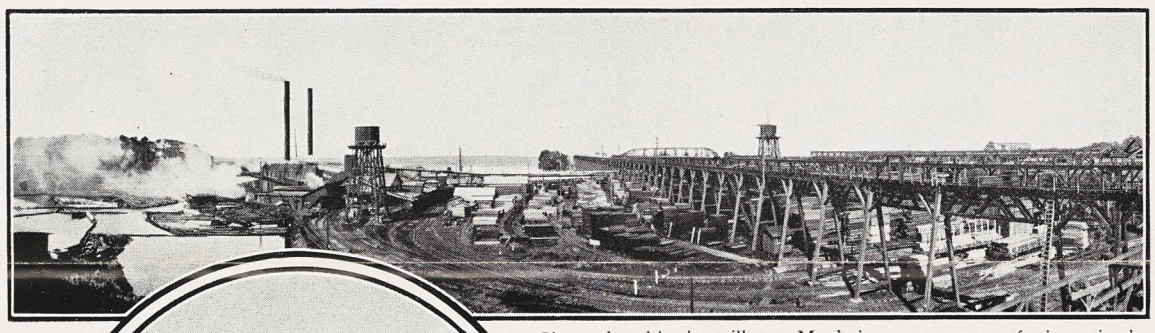
This giant bridge (northern intersection of Shoreline and Redwood Highways at Fernbridge) leads to Ferndale, Humboldt County. Motorists bound for Ferndale should use paved highway from Fernbridge.



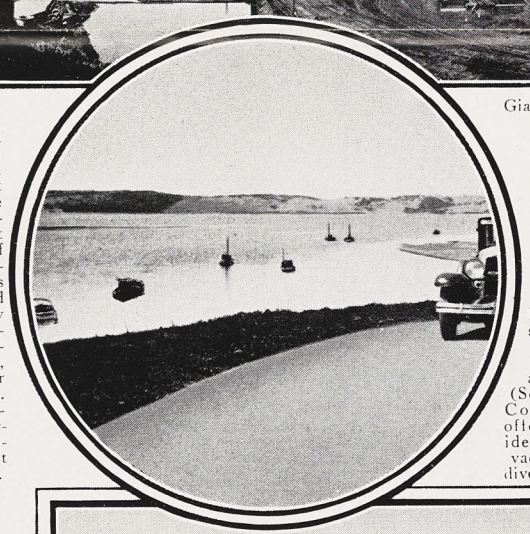
Ferndale, Humboldt County, is a rich dairying and stock raising center.



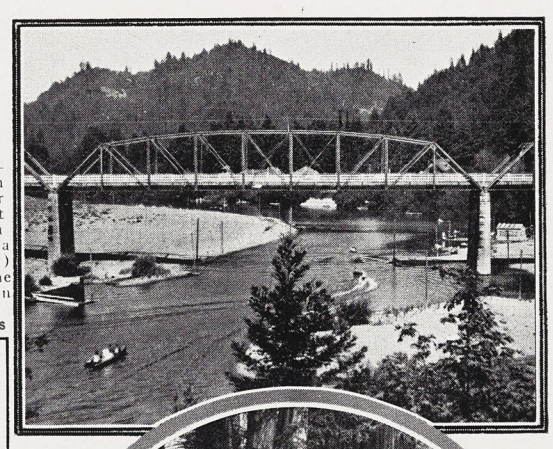
McDonald-to-the-Sea Highway intersects Shoreline Highway at mouth of Navarro River, Mendocino County.



Giant redwood lumber mills—on Mendocino coast—are open for inspection by tourists. Build with Redwood—it lasts!



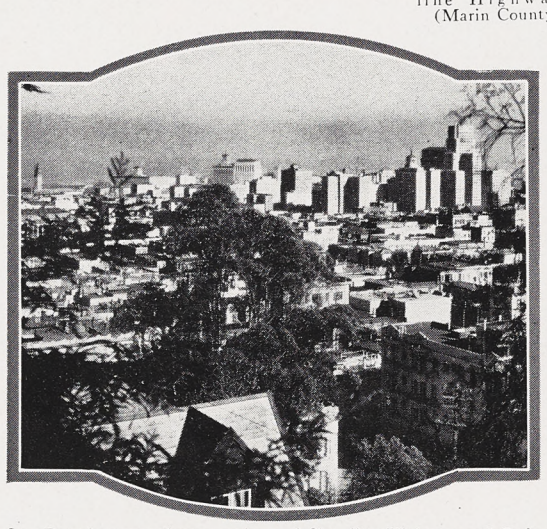
Bodega Bay (Sonoma County) near which the first white man's settlement north of San Francisco was established in 1809, by the Russian commander, Alexander Kuskoff. Now a favorite tourist and vacationist objective.



Russian River resort area (Sonoma County) offers the ideal in vacation diversions

Popular bathing and recreational beaches in Marvelous Marin County, including Stinson Beach, Bolinas, Muir Beach, Inverness, Drake's Bay, Tomales Bay, Dillon's Beach, etc.

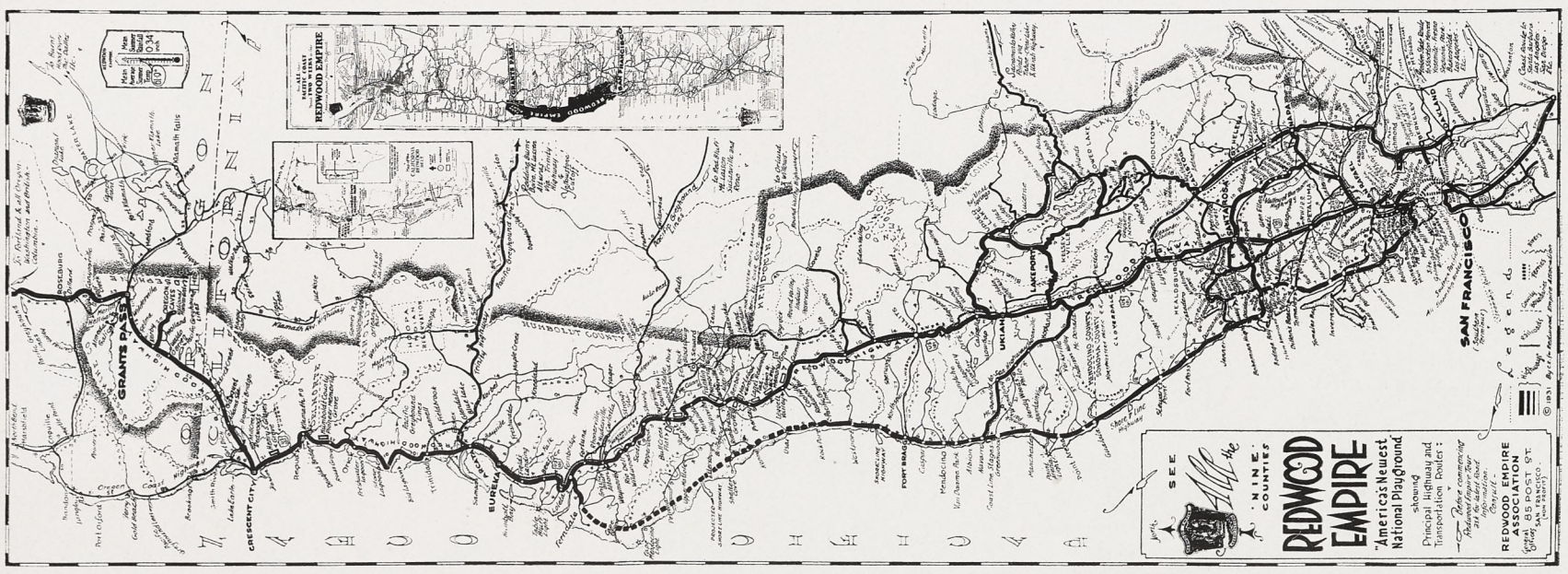
Muir Woods National monument is reached via Shoreline Highway (Marin County.)



San Francisco—southern terminus of Shoreline Highway and Redwood Empire, is a great metropolitan world port.

"The Great Highway" of San Francisco—San Francisco is a play city as well as a community of unusual culture and charm, offering many days of interesting sightseeing.

THE REDWOOD EMPIRE ASSOCIATION URGES YOU TO SEE *ALL* THE REDWOOD EMPIRE—BY AUTOMOBILE, RAIL OR MOTOR COACH



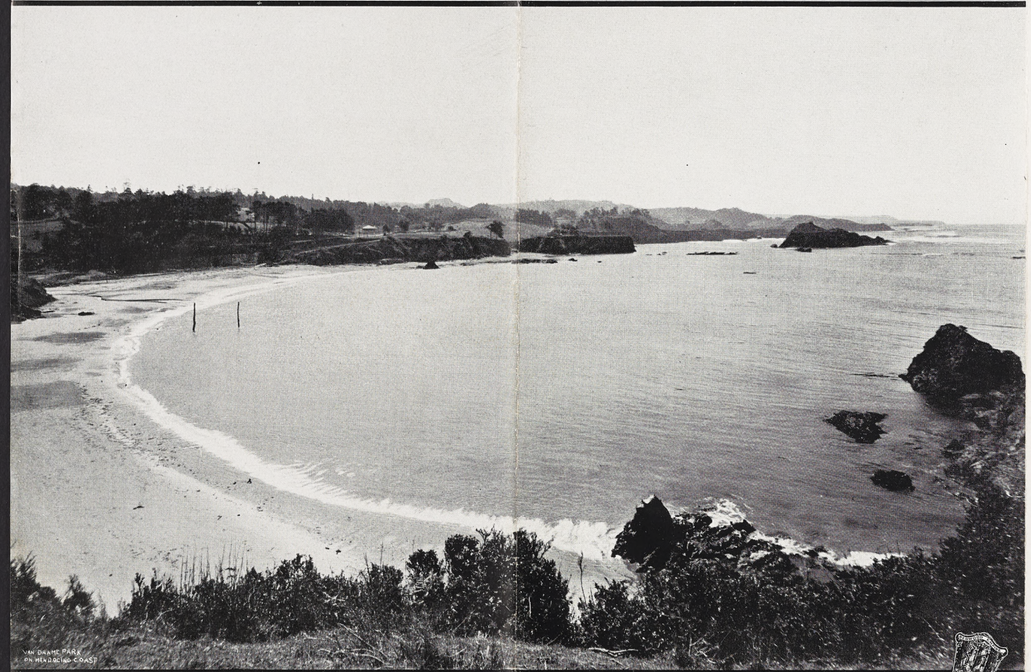
MAP SHOWING LOCATION OF SHORELINE HIGHWAY IN THE REDWOOD EMPIRE

Tour the

SHORELINE HIGHWAY

in the

REDWOOD EMPIRE



Issued by the

SHORELINE HIGHWAY ASSOCIATION

affiliated with and part of the non-profit

REDWOOD EMPIRE ASSOCIATION

SAN FRANCISCO

Tour the

SHORELINE HIGHWAY

in the

REDWOOD EMPIRE

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REDWOOD EMPIRE ASSOCIATION

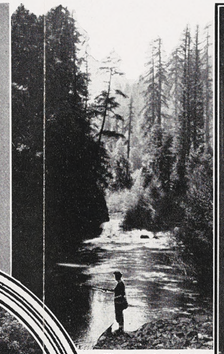
SAN FRANCISCO

The SHORELINE HIGHWAY

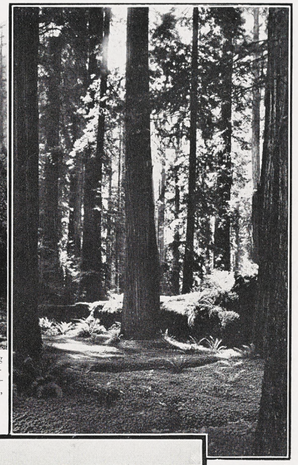
Cool · Scenic · Non-speed Route · · · in the REDWOOD EMPIRE

The Shoreline Highway from San Francisco north, though not a finished road, offers an extraordinary variety of spectacular coast and marine scenery, giant redwood forests, fishing streams, bathing beaches, great lumber mills, rich agricultural districts, together with numerous other features. A tour of the Shoreline Highway is, therefore, a most unusual travel experience.

Rugged coast and marine scenery along the Shoreline Highway is as picturesque as the Island of Japan.



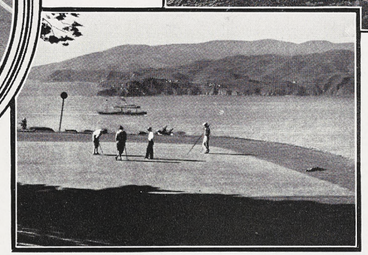
The sportiest fishing waters in the Shoreline Highway area include: streams, bays, surf and deep-sea.



Giant Redwoods, old when the pyramids were built, stand within the Shoreline Highway territory.

A variety of recreational facilities and diversions are available, including: swimming, boating, canoeing, horseback riding, and other diversions.

The huntsman will enjoy the Shoreline Highway area.



Golfing is an all-year sport in San Francisco. Looking northward across the Golden Gate.

The Shoreline Highway traverses an area extremely beautiful and diversified from the standpoint of tourists and vacationists, and rich in opportunities for future development. Already there are various hotels, resorts and auto camps, while new units are being planned. This area is rich in agricultural production, with particular reference to dairying, stock raising and fruit growing.

Full detailed information regarding road conditions, points of interest, agricultural and industrial opportunities and other data will be gladly furnished by the Shoreline Highway Association—a unit of the Redwood Empire Association, 85 Post St., San Francisco, or by any chamber of commerce in the Shoreline Highway area.

San Francisco is a "main operating base" for Redwood Empire trips and tours, including the new "Shoreline Tours."

The Shoreline Highway is being financed through an inter-county Road District, participated in by the following five counties: San Francisco, Marin, Sonoma, Mendocino and Humboldt. This district was set up by the Redwood Empire Association's Nine Counties Highways Committee. State aid from the State Road District fund is anticipated by the Shoreline Highway District directorate. The present road is traversible in comfort (without speed) between San Francisco and Fort Bragg.

To enumerate even the principal attractions of the Shoreline Highway area would be impractical in any one folder, so great is the variety and diversity thereof. A few attractions are illustrated herein. Rail and motor coach facilities are available via: Northwestern Pacific R. R.; Pacific Greyhound Lines; Petaluma-Santa Rosa R. R.; California Western R. R.; Coastline stages; connecting lines.

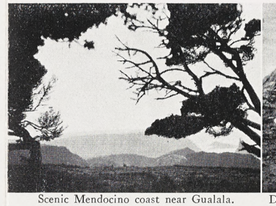
Surf fishing along the Shoreline Highway. Clams, abalones and mussels are also taken.

The Shoreline Highway skirts Mount Tamalpais in Marvelous Marin County.

Apple blossoms. The Gravenstein and McDonald-to-Sea Highways serve Shoreline Highway.

Stock raising and dairying are important agricultural pursuits in the coast section.

Russian Mission built in 1812 is one of the historic attractions on the Shoreline Highway.



Scenic Mendocino coast near Gualala.

Devil's Punch Bowl near Point Arena Light.

Commercial fishing is an important industry along the coast.

Tour the SHORELINE HIGHWAY ..... in the REDWOOD EMPIRE

Issued by the

SHORELINE HIGHWAY ASSOCIATION

affiliated with and part of the non-profit

REDWOOD EMPIRE ASSOCIATION

SAN FRANCISCO

November 23, 1931.

Mr. Well H.Mahaffy,
Sausalito.

Dear Sir:

We wish to express our appreciation of the sentiments brought out in your address yesterday.

At times the public is denied access to many sections of our beach and we are confronted with the very vital problem of getting a permanent thoroughfare through to the beach.

This is not only of importance to us but to the entire bay region as we believe we have as fine a beach as any and it should be for the use of all.

If you will continue to give us your moral support and help through spreading these same ideas amongst other residents of Marin County we shall be deeply grateful.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

November 23, 1931.

George W. Caswell Co.,
San Francisco.

Gentlemen:

We wish to express our appreciation of your generosity in providing and making enough of your coffee to serve all comers at yesterdays celebration.

The cool day made the hot beverage doubly welcome and that it was delicious was proven by the many requests for extra cups.

Our organization and our entire community thank you.

Very truly yours,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

November 23, 1931.

Standard Oil Company of California,
San Francisco.

Gentlemen:

We thank you for the very fine spirit of cooperation shown by your Company in helping us with our celebration yesterday. The use of the Announcers Car, which was so efficiently handled by Mr.Bentley, was an important factor in making our program a success, as without it most of the people would not have been abhe to hear the speakers.

Your"Flamo"installation,supplied through Mr.Sullivan, was a very great help in keeping our food hot until served.

Our Committee wishes to particularly express their appreciation of the help given them by Mr. Ted.Huggins. His knowledge and ehlpfu. suggestions solved several of our problems.

Our organization and entire community are grateful.

Yours very truly,

THE PROGRESSIVE CLUBof STINSON BEACH.

Secretary.

December 3, 1931.

Mr. Clyde Edmondson,
San Francisco.

Dear Mr. Edmondson:

We want to thank you for sending us the fine pictures taken at the dedication of our newly paved road on November twenty-second.

They are greatly appreciated and have been put in the scrap book of the progress of our community which our organization has been getting together.

Yours very truly,

T HE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M. Grunert,
Secretary.

November 23, 1931.

Mr. Kenyon,
San Rafael.

Dear Sir:

We express our appreciation for the two fine bands you brought to our celebration yesterday and through you we wish to thank the many young people in costume who lent color to our assembly.

Without this music much of the liveliness of our celebration would have been lacking and we are accordingly grateful.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M. Grant

Secretary.

November 23, 1931.

Marvelous Marin Inc.
San Rafael.

Gentlemen:

We wish to express our appreciation of your very great help in making our celebration at Stinson Beach the success it was.

Linking our event with your Redwood Bridge dedication and its caravan brought to us a more notable gathering than we could have hoped to assemble.

Your financial help in the expense of feeding the entertainers and speakers lightened our burden and we thank you.

Very truly yours,

THE PROGRESSIVE CLUB of STINSON BEACH.

Ida M. Grant
Secretary.

November 23, 1931.

Redwood Empire Association,
San Francisco.

Gentlemen:

We wish to express our appreciation of your very great help in making our celebration at Stinson Beach the success it was.

The publicity you gained for it and the caravan you brought from your Redwood Bridge dedication were very large factors in bringing to us a notable gathering.

Presenting the beauties of our section to the personal attention of many people being one of the main objects of our celebration we feel its accomplishment was very largely due to your organization and we are accordingly grateful.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

November 23, 1931.

Mr. E.Raymond Cato,
Chief of the Calif.Highway Patrol.
Sacramento.

Dear Sir:

We wish to thank you for the courteous and efficient way in which your patrolmen handled our traffic problem yesterday.

Our small parking area and lack of experience in handling many cars was fast causing a tangle when Captain O'Connor and his men arrived at the head of the caravan from the Redwood Bridge dedication and in a few minutes had all the cars parked without confusion.

Assuring you of our appreciation of your departments cooperation, we are,

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Helen M. Arnest

Secretary.

November 23, 1931.

Wedgewood Stove and Range Co.,
San Francisco.

Gentlemen:

We thank you for the use of your Wedgewood stove with the"Flamo"gas plates installed and loaned us for our celebration yesterday.

The stove was an important factor in keeping our food hot until served.

Our organization and our entire community thank you.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M. Grunst

Secretary.

November 23, 1931.

Tamalpais Union High School,
Mill Valley.

Ladies and Gentlemen:

We wish to express to the leader and the members of his band our appreciation of the music they furnished at our celebration yesterday.

Without this music much of the liveliness of our celebration would have been lacking and we are accordingly grateful.

Very truly yours,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

November 23, 1931.

San Rafael High School,
San Rafael.

Ladies and Gentlemen:

We wish to express to the leader and the members of his band our appreciation of the music they furnished at our celebration yesterday.

Without this music much of the liveliness of our celebration would have been lacking and we are accordingly grateful.

Very truly yours,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

November 24, 1931.

Mr. Al C. Bartlett,
Managing Editor of the Daily News,
San Francisco.

Dear Sir:

Our Club wishes to thank you for the splendid publicity you gave our recent celebration.

Your speach that day was very much to the point and boosters, like yourself, are what we need here.

This may be a little delayed but we wish to take this opportunity to thank you for the use of the telephone which you so courteously extended to Mrs. Walter Marble.

It may interest you to know that the amount of $272.50 has been contributed to our Road Fund to date. We have not added the money due from Mr. Fitzhenry or any of the Club funds and there are many pledges of help which will swell our Fund to quite a sum.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretary.

HARRY LUTGENS
President
[redacted]

FREDERICK H. MEYER
Past President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER of COMMERCE *Nine Counties*

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

November 25 1931

Miss Hilda M Grunert, Secretary
Stinson Beach Progressive Club
Stinson Beach California

Dear Miss Grunert:

Thank you for your nice letter of November 23rd. It is true that the celebration Sunday did secure an extraordinary amount of publicity in favor of the Marin beaches, and particularly in favor of Stinson Beach.

It was a pleasure to function in this matter to your particular benefit and profit, but, after all, that is the function of your non-profit Association -- to secure publicity and be of service to all affiliated groups.

Whenever we can be of service to you within our field of operation please call upon us.

Everyone enjoyed their stopover at Stinson Beach, and I am sure that many new friends were made for your section and for the Redwood Empire.

Assuring you of our cooperation, and with best wishes,

Sincerely yours,
REDWOOD EMPIRE ASSOCIATION

Clyde Edmondson
General Manager

/d

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . EDWARD MORRIS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
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Redwood Empire and North Coast Counties District Chambers of Commerce

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SAN FRANCISCO, CALIFORNIA

November 13, 1931

Mr Robert Carey, Chairman, and
Members of the Committee in charge of Traffic,
for the Richardson's Bay Bridge and Highway Dedication

Dear Friends:

As indicated in the attached copy of the minutes of yesterday's meeting, you are appointed as a special committee to confer with District Engineer, Col. John H Skeggs of San Francisco, with reference to the following:

a. Determine exact point at which speakers stand is to be erected and notify the county engineer Rodney Messner. The resident engineer on the job yesterday afternoon stated that he considered the best place to be the north end of the Richardson's Bay Bridge, that is, the end nearest Alto, by virtue of the wide parking space and other advantageous physical conditions.

b. You are to arrange for an adequate number of traffic officers to assist in parking cars between Alto and Waldo Sunday morning commencing at 9:00 A M, these same officers to mobilize those present into a caravan and convoy same to Stinson beach.

c. Traffic inspector should be brought to Stinson Beach in advance to look over the situation there and be prepared to take care of that part on the arrival of the caravan, with the aid of an adequate traffic escort.

Would appreciate hearing as soon as possible as to these various important projects.

Thanking you for your splendid cooperation, and with kindest regards,

Cc: N L Fitzhenry
C E Stewart
W B Marble
Hyman Harris

Sincerely yours,
H G Ridgway, General Chairman
Events and Celebrations Committee

/dp

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Redwood Empire and North Coast Counties District Chambers of Commerce

BATHING FACILITIES
DANCING PAVILION
SOCIAL HALL

HOTEL ACCOMMODATIONS
DINING ROOM
BAKERY AND DELICATESSEN
GENERAL SUPPLIES

DIPSEA LODGE

RIGHT ON THE BEACH

L. B. SADLER, PROP.

Phone STINSON BEACH No. 2

STINSON BEACH - - CALIFORNIA

Dec. 26 1931

Mrs Marble
Stinson Beach Progressive Club.
Stinson Beach. Calif.

Dear Mrs Marble.

Regarding payment of lunches served at the local celebration Nov. 22-31 by us- wish to advise that Mr Fitzhenry has settled with us in full for same-

So any money you may receive for this purpose should be turned over to Mr Fitzhenry.

Very truly Yours

L. B. Sadler

REDWOOD EMPIRE ASSOCIATION (Non-Profit)
General Offices, 85 Post St.
San Francisco, California

WHEN DETACHED AND PAID THE BELOW CHECK BECOMES A RECEIPT IN FULL PAYMENT OF THE FOLLOWING ACCOUNT.

DATE	DESCRIPTION	AMOUNT	ACCT.	DISCOUNT %	DISCOUNT AMOUNT	OTHER DEDUCTIONS	NET AMOUNT
1-16-31	V896 Relay total amount of $75.00 received from Granfield Farrar & Carlin, and Healy Tibbits Construction Co., contractors, paid by these contractors as their pro-rata of luncheon cost during Highway dedications in Marin County, Nov. 22, 1931.	75 00					75 00

DETACH STATEMENT BEFORE DEPOSITING

HARRY LUTGENS
President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

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General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

December 22, 1931

Mr N L Fitzhenry,
Stinson Beach
California

Dear Mr Fitzhenry:

Take great pleasure in enclosing herewith voucher in the amount of $75.00, being relay of appropriation in the same amount by the two contractors in favor of the highway dedication luncheon November 22nd.

Kindest regards, and with best wishes for Holiday happiness,

Sincerely yours,

REDWOOD EMPIRE ASSOCIATION

Clyde Edmondson
General Manager

/dp

Affiliated Units

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General Offices
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TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

December 17, 1931

COPY

Mr N L Fitzhenry
Stinson Beach
California

Dear Mr Fitzhenry:

Harry Ridgway today authorized issuance of check in the amount of $75.00 in favor of the Stinson Beach Progressive Club, per transmittal of $75.00 sent in by the two contractors to partially cover expense of luncheon for highway dedication ceremonies.

Check will be made out today, will be submitted for signature, and will be forwarded to the club very soon, duly signed by the President and Treasurer of the Association.

Kindest regards.

Sincerely yours,

REDWOOD EMPIRE ASSOCIATION

Clyde Edmondson
General Manager

/dp

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Redwood Empire and North Coast Counties District Chambers of Commerce

The induction of certain county road sectors into the State highway secondary system will receive primary attention and consideration at the Eleventh Annual Convention of the Redwood Empire Association, date for which will soon be announced.

The Nine Counties Highways Committee of the Redwood Empire Association, officially representing the Boards of Supervisors, chambers of commerce, taxpayers and others in the Nine Redwood Empire counties, having been appointed by the respective boards of supervisors officially, has already set up a schedule of recommendations based on actual field survey which this committee made last December, under authority of the respective Boards of Supervisors.

During this field trip committeemen became acquainted first-hand with road conditions, traffic load, and other factors. At the same time the committee conferred with Boards of Supervisors, chambers of commerce, farm bureau and grange groups, newspaper publishers, and other leaders throughout the nine Redwood Empire counties en route, during the trip.

Complete cross-section of opinion has been reached throughout the Redwood Empire.

Methods of procedure in the 1933 Legislature will be agreed upon by this Nine Counties Highways Committee of the Redwood Empire Association, in joint conference with Boards of Supervisors, chambers of commerce, farm bureau and grange units, and others during the convention.

A special joint meeting of the above groups, together with Directors of the Shoreline Highway Association and Directors of the Shoreline Highway District, the latter appointed by the Boards of Supervisors in the five participating counties, will be held for the purpose of determining which portions of the Shoreline Highway will be recommended for inclusion in the State secondary system, if any; also to promulgate plans for carrying on the Shoreline Highway project under the State JointHighway District Act, which was redrafted and clarified in the last Letislature, under direction of the Shoreline Highway District and its engineer and attorneys, supported by the Redwood Empire Association.

The following county road sectors in the Redwood Empire have been recommended for inclusion in the State secondary system by the Redwood Empire Association (these are not listed in the order of their importance):

(A) Russian River arterial from Cotati to Guerneville to Monte Rio to Jenner. (b) Main Napa Valley route or Geysers Highway, from Napa to St Helena to Calistoga to the intersection with Route 1 at Lytton Forks. (c) Arterial route from Upper Lake to Lakeport to Kelseyville to Middletown via Adams Springs. (d) From Petaluma to Lakeville to Black Point Cut-Off. (e) From Hiouchi bridge to Smith River Bridge in Del Norte County.

It is believed by leaders throughout the Empire that greater results can be accomplished in less space of time by clearing these important highway projects through the Nine Counties Highways Committee, in joint conference with all other groups and individuals, to insure thorough understanding of and support in favor of one master schedule of recommendations.

It is upon this principle of operation and procedure that the Nine Redwood Empire counties have been able to secure so many improvements to their highways system.

Numerous other highway projects, with reference to state and federal highway systems, will receive attention of the Redwood Empire Association Highways Committee.

From: REDWOOD EMPIRE ASSOCIATION-EVENTS & CELEBRATIONS

COMMITTEE

H.G. Ridgway, Chairman - 85 Post Street - San Francisco
8/19/31
****

YOU ARE URGED TO PARTICIPATE IN AND ENJOY THE FOLLOWING EVENTS IN THE VARIOUS REDWOOD EMPIRE COMMUNITIES, AND TO BRING WITH YOU A DELEGATION OF FRIENDS.

FERNDALE - August 26, 27, 28, 29 and 30 - Annual Humboldt County Fair. There you will find a tremendous variety of livestock and agricultural exhibits, wh while every afternoon you will enjoy a spectacular and thrilling series of horse races and other track events. Plan now to attend the Ferndale Humboldt County Fair.

Many horses are already on the grounds and reservations made for others. It is expected that there will be more than 50 horses at the meet including some of the best race horses on the coast.

High class vaudeville attractions will fill in the time between races. Entertainment will be furnished all the time. There will also be carnival features.

LAKEPORT.- September 5, 6, and 7 - Fourth Annual Motor Boat Regatta. Races for inboards Saturday afternoon, band concert and fireworks Saturday evening. Outboard races will be Sunday and Labor Day, conducted by the Outboard Motor Association of Northern California, sanctioned by the National Power Boat Association for the championship of Northern California. Elimination races for Pacific Coast Championship races locally sponsored by the Lakeport Yacht Club. Carnival features all three days and evenings.

LABOR DAY WEEK-END AND ADMISSION DAY WEEK-END - A great variety of entertainments, recrational facilities, events and celebrations will be available throughout the nine Redwood Empire counties.

SHORELINE HIGHWAY BRIDGE WILL OPEN OCTOBER 4th. The new Shoreline Highway bridge, spanning the Russian River at Jenner -- first unit to be completed under the Joint Highway District Act -- will be formally and officially opened and dedicated on Sunday, October 4th, probably about 1:30 P.M., according to plans tentatively agreed upon.

The celebration will be staged by the officers and directors of the Shoreline Highway Bridge District, the Shoreline Highway Road District, the Shoreline Highway Association, under the leadership of the Events & Celebrations Committee of the Redwood Empire Association, of which Harry Ridgway is chairman, in cooperation with the respective Boards of Supervisors, chambers of commerce, and other groups and individuals throughout the Redwood Empire.

It would be greatly appreciated if you would relay this information to your members, and urge them to attend this important dedication, which will be participated in by state and federal highway officials and engineers, and other important state, county and city officials.

BELVEDERE- TIBURON - September 26 and 27 - "A Night in Venice" Carnival - auspices Belvedere-Tiburon Chamber of Commerce. Details later.

BOONVILLE, October 9, 10 and 11 - Anderson Valley Apple Show and Fair, will take place, including apple exhibit and Industrial Fair. This event is sponsored by Anderson Valley Fair Association and Apple Show Association September 9, 10 and 11, at Boonville on the Macdonald-to-the-Sea Highway.

STATE OF OREGON
Secretary of State
Salem, Oregon.

COPY

Nonresident registrations for the month of July 1931

	July 1-31 1931	Jan 1-June 30 1931	Jan 1-July 1931	ADDED FOR COMPARISON Jan 1st. to July 31,1930
Albany	212	582	794	1,297
Arlington	236	328	564	
Ashland	3,488	7,148	10,636	14,035
Astoria	171	215	386	287
Baker	188	203	391	471
Bandon	105	66	171	135
Bend	287	411	698	759
Brookings	184	182	366	193
Burns	32	64	96	134
Coquille	114	134	248	336
Corvallis	154	482	636	459
Eugene	414	1,205	1,619	1,312
Freewater	174	396	570	
Gold Beach	840	972	1,812	1,263
Grants Pass	6,722	8,575	15,297	15,239
Hillsboro	19	85	104	91
Hood River	140	361	501	561
Huntington	929	1,563	2,492	1,728
John Day	43	34	77	
Klamath Falls	840	1,864	2,704	2,545
LaGrande	198	342	540	236
Lakeview	60	266	326	445
McMinnville	69	194	263	103
Marshfield	65	168	233	200
Medford	976	1,796	2,772	3,462
Milton	78	151	229	457
Newberg	18	48	66	159
North Bend	17	37	54	40
				Newport 3
Ontario	150	359	509	717
Oregon City	138	292	430	309
Pendleton	181	366	547	607
Portland	1,112	2,370	3,482	3,976
Roseburg	420	1,168	1,588	1,722
Salem	562	2,274	2,836	2,455
St. Helens	87		87	124
Seaside	149	64	213	66
				The Dalles 314
Tillamook	68	61	129	63
Toledo	14	12	26	
Vale	5	15	20	33
Oregon State Col.		20	20	
U. of Oregon	3	43	46	
				Traffic Officers 14
Totals	19,662	34,916	54,578	56,350

The above is a copy of Registrations of Out of State Cars, as issued by the Secretary of State, to which total figures July 1st to July 31st 1930 is added for comparison. Grants Pass "The Keypoint" registered 28% of all non resident cars that received permits.

Bids for construction of re-located Cloverdale Hopland sector, Route 1, Redwood Highway, will be advertised in October, according to information received from Earl Lee Kelly, Chairman of the California Highway Commission, by the Redwood Empire Association's Nine Counties Highways Committee.

Kelly states that this project is scheduled for the October meeting of the California Highway Commission, following which the job will be advertised, contract to be awarded in Dedember, actual construction to be started by January 1st, with a possibility of construction starting in December.

This re-location project was carried through to successful conclusion by the Nine Counties Highways Committee of the Redwood Empire Association, in cooperation with the Highway Commissioner from this district, with the active support of the respective boards of supervisors, chambers of commerce, senators and assemblymen, farm bureau and grange groups and others, together with the editorial support of the press. $900,000.00 has been alloted to this sector in the new biennium budget.

In response to the Association's request for information as to the reason for delays in this project, Chairman Kelly made the following statement:

"Answering your letter urging early action on the Hopland-Cloverdale unit of the Redwood Highway, will state that we have been speeding up the work on that section as much as much as possible. Several difficulties present themselves on this particular job, which do not ordinarily appear.

"Two large bridges over the Russian River are included in this work and their exact location is now being determined by the engineering department. A swing over so little one way or the other changes the entire aspect of the situation and the exact location of the bridge.

"Also we have a situation in relation to slides that appear nowhere else on the entire State Highway system, and required considerable study to result in correct location. The general routing has been as yet not fully determined.

"And then last but not least, the construction of this unit involves two grade separations, with the Northwestern Pacific and we have not as yet arrived at a complete understanding with them.

"I appreciate the intelligent cooperation which we are receiving from you."

Earl Lee Kelly, Chairman of the California Highway Commission, will make his first official inspection tour of the northernmost counties of the Redwood Empire, accompanied by official representatives of the Nine Counties Highways Committee of the Redwood Empire Association, August 20th, 21st, 22nd and 23rd, according to final schedule today announced.

Chairman Kelly will proceed to Eureka from Redding, via Trinity Lateral, in time for a special noon luncheon Thursday, August 20th, in Eureka, arranged by the Eureka Chamber of Commerce. Thursday afternoon a conference will be held with the Eureka Chamber of Commerce Board of Directors and other organizations and leaders in Humboldt County.

Friday afternoon the party will proceed to Crescent City over Route 1, Redwood Highway, where a dinner will be staged by the Crescent City and Del Norte County Chambers of Commerce. Stopovers will be made en route between Eureka and Crescent City.

The balance of time will be spent inspecting Route 1, Redwood Highway from Crescent City to the Oregon line; also the Coast Highway, Route 71 from Crescent City to the Oregon line via town of Smith River.

Also while in Del Norte County the party will look over the five-mile unit on Route 46, Klamath River Highway, from Klamath to Klamath Glen.

Chairman Kelly will return to Redding via Klamath River Highway to Yreka, and from there to Redding.

The party will inspect the work being done between the town of Crescent City and Turners Corners, contract for which has just been let recently, which will provide a direct rougint into and through Crescent City. This project was sponsored by and carried through to successful conclusion by the Redwood Empire Association in cooperation with the Crescent City and Del Norte County chambers of commerce, Del Norte County Board of Supervisors, and others interested in the Redwood Empire.

The Redwood Empire Association will then urge budget allotments to realign, reconstruct and resurface that sector of route 1, Redwood Highway between Wilson Creek and the bluffs south of Crescent City, together with other projects.

The induction of certain county road sectors into the State highway secondary system will receive primary attention and consideration at the Eleventh Annual Convention of the Redwood Empire Association, date for which will soon be announced.

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MANAGEMENT AGREEMENT

EDWARD MORRIS, President
FREDERICK H. MEYER, Past President
FRANK P. DOYLE, Treasurer
CLYDE EDMONDSON, General Manager
ELLIOT M. EPSTEEN, Counsel

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Non-profit · DISTRICT CHAMBER of COMMERCE · Nine Counties

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Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

April 19, 1931

2[illegible]SS -- MAY 23RD!

On Saturday, May 23rd, at 2:P.M., there will be held a coast-wide Bridge Celebration, commemorating completion of the new "Caveman Bridge" bridge--spanning the Rogue River, at Grants Pass, Oregon--northern terminus of <u>your</u> Redwood Empire.

This celebration will symbolize the need for greater Pacific Coast cooperation in tourist and travel matters. It is of direct interest to you--for Grants Pass is <u>your</u> northern diversion point and "portal" entry into <u>your</u> Redwood Empire.

You are cordially invited to send an official delegation to participate in this timely and significant event.

Governors of the various states, together with other federal, state, city, and county officials, chamber of commerce leaders, newspapermen and others, are being invited to this coast-wide celebration, which will be staged under the direction of the Grants Pass Chamber of Commerce, Oregon Cavemen Inc., and Josephine County Court, in cooperation with your Redwood Empire Association.

As recently agreed in Events Committee meeting, it is proposed that a preliminary conference of officials and leaders of principal publicity and advertising institutions also Chamber of Commerce of the entire Pacific Coast be called in Grants Pass, May 22nd and 23rd--on the subject "All Pacific Coast Travel."

Delegates would then proceed (in Caravan formation) to Portland, where final sessions of this proposed "Pacific Coast International Publicity and Advertising Conference" would be held and completed. Attached is proposed schedule for such a Conference.

Please indicate names of those who will represent you at Bridge Dedication, which is definitely scheduled for May 23rd. A motor caravan will precede this celebration, per itinerary later to be released. (Ukiah to Grants Pass.) Will greatly appreciate your immediate reply to attached questionnaire.

Thank you for your interest and cooperation.

Sincerely yours,

H.G. Ridgway, Committee Chairman

HGR/A
Encl.

P.S. On May 20th, immediately preceding caravan to Grants Pass, the Borad of Directors of your Redwood Empire Association will hold semi-annual meeting in Lake County. Details later. H.G.R.

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . EDWARD MORRIS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

REDWOOD HIGHWAY EMPIRE
Mean Average Summer Temp: 61.9°
Mean Summer Rainfall 0.34 inch

Tentative Schedule

Proposed "PACIFIC COAST INTERNATIONAL PUBLICITY and ADVERTISING CONFERENCE"

(Auspices: Redwood Empire Association)

TIME -- Either the Spring or the Fall of 1931 (See questionnaire below)

PARTICIPATION:

Officials of Community Advertising Organizations and Chambers of Commerce, also transportation executives and others interested in tourist and travel publicity and advertising matters--from all parts of the Pacific Coast, viz: British Columbia, Washington, Oregon, California, Mexico.

TOPICS SCHEDULED FOR THE CONFERENCE:

(a) Methods of attracting a greater volume of traffic to the Pacific Coast from foreign points. (Space advertising; newspaper and magazine publicity; radio; motion pictures; direct contact with tour and travel agencies; other phases.)

(b) Methods of developing greater inter-change of travel between cities, counties, states and provinces of the Pacific Coast. (Inducing coast residents to see All the Pacific Coast; also interchanging travel attracted from eastern and foreign points. Involves more intimate knowledge of all attractions and routings throughout the entire Pacific Coast; building of internal sales organization.)

(c) Technical conference having to do with community advertising technique and procedure. (These to be round-table conferences, headed by technical men.)

(d) Methods of further coordinating the work of existing institutions -- to the end that the Pacific Coast as a whole may benefit more than at present.

ITINERARIES and PROGRAM:

(a) A motor caravan will form at Ukiah - in the heart of the Redwood Empire -- either Wednesday night May 20th or Thursday morning May 21st; then proceed to Grants Pass in organized formation, on easy schedule. This will provide opportunity to become acquainted with "travel directors" in the Redwood Empire -- who are in a position to direct interstate travel your way. The Redwood Empire is now an important major interstate arterial -- directing traffic to the entire Pacific Coast.

(b) If it is decided to hold Conference in May, preliminary sessions of "Pacific Coast International Publicity and Advertising Conference" will be held Friday afternoon and Saturday morning May 22nd and 23rd at Grants Pass, Oregon.

(c) Bridge dedication and celebration is definitely scheduled for Saturday afternoon and evening, May 23rd--at Grants Pass. Auspices Oregon Cavemen Inc. and Grants Pass Chamber of Commerce, Redwood Empire Association co-operating.

(d) Motor caravan would then proceed to Portland on Sunday, where final sessions of Pacific Coast Advertising Conference would be held.

(e) Following this Conference, delegates would make tour of various points of interest in Oregon, Washington and British Columbia, returning independently, without fixed schedule.

- -

PLEASE REPLY TO FOLLOWING QUESTIONNAIRE AS SOON AS POSSIBLE, THAT FINAL PLANS MAY BE COMPLETED. ALSO, PLEASE SET FORTH YOUR FRANK REACTIONS, IDEAS AND SUGGESTIONS.

(a) Will your organization be represented at "PACIFIC COAST CAVEMAN'S BRIDGE DEDICATION" and Celebration definitely scheduled for Grants Pass--May 23, 1931; will you participate in caravan from Ukiah to Grants Pass?

(b) Do you favor the "ALL PACIFIC COAST INTERNATIONAL PUBLICITY AND ADVERTISING CONFERENCE"? The most convenient date for such a celebration to be: (please indicate your choice:)
May 22-23 _____? Summer months_____? September_____? October_____?
November_____? December_____?

(c) Will you send delegates to such a Conference at time above indicated, and will you participate in caravan leading thereto?

YOUR EARLY REPLY WILL BE APPRECIATED

REDWOOD EMPIRE ASSOCIATION
General Offices
85 POST ST., SAN FRANCISCO
"BUILDERS *of the* REDWOOD EMPIRE"

SUCCESS ATTAINED IN PACIFIC COAST ADVERTISING PROJECT

The following excerpt from the Grants Pass Daily Courier, Editorial Page, speaks for itself, (issue of March 19, 1931):--

"Today brings word that an all Pacific Coast Advertising conference will form as a caravan at Ukiah, drive to Grants Pass for sessions on May 22 and 23 during which the conference members will take part in the dedication of the Caveman bridge, and go on to Portland for a final conference of travel directors of all coast publicity institutions.

"The conferences will discuss a continuation of the sort of combined advertising campaign represented by the four-page ($35,000 worth) advertising appeal in last week's Saturday Evening Post, in which Los Angeles, San Francisco, Portland and Seattle joined, sharing the benefits, although not the costs among all parts of the states of which they are the metropolitan centers.

"How many thousands of dollars, and tens of thousands, the combined advertising appeal for tourists will be worth to Josephine county alone is impossible of estimate. Our gain will be great, and we can credit the Redwood Empire Association, which we had a large part in originating and fostering, for the successful appearance of this wonderful advertising.

"The 'Pacific Coast Crusade' which was entertained overnight in this city, was the means used to get the combined advertising underway. We shared in its success, and in its results still to come. It was worth many times what it cost, and what our county contributed to the Redwood Empire Association in the past."

Five years ago your Redwood Empire Association undertook to sell an idea to existing community and district Publicity and Advertising institutions and chambers of commerce throughout the Pacific Coast area, namely:

(a) That these Pacific Coast institutions should pool a joint fund (percentage of gross revenue of each such institution) for the purpose of purchasing space in national publications--to advertise the attractions of the entire Pacific Coast as a unit, the objective being to lure a greater volume of traffic from domestic and foreign points to the Pacific Coast.

(b) To develop a greater interchange of traffic between cities, counties and sections of the Pacific Coast--to the mutual benefit and profit of all--throughout the Pacific Coast.

This idea was carried to all institutions on the Pacific Coast by the Redwood Empire Association--in the form of organized person-to-person sales expeditions, known as "Caravans" or "Crusades". Leading business men and officials from various parts of the Redwood Empire took time from their respective businesses and paid their own expenses to go on these trips (which required from one to two and three weeks each) to meet the leaders of the other cities, also organization officers, in other parts of the Pacific Coast and develop their interest and support to the all Pacific Coast travel movement.

The first expedition in 1927 averaged about 15 cars and was operated from San Francisco to San Diego and return, going coast and returning valley.

In 1928, a caravan varying from 50 to 150 cars was conducted from San Francisco to Vancouver and Victoria B.C. and return.

In 1929, another similar expedition was operated from San Francisco to Vancouver and Victoria and return.

In 1930, a special train expedition was operated from San Francisco to Agua Caliente and return, preceeded by a caravan from Victoria and Vancouver to San Francisco.

During these trips, breakfast and dinner conferences were held with the chambers of commerce and other publicity and advertising institutions in the various cities thus visited. During each such conference, the necessity for Pacific Coast Advertising and interchange of travel was emphasized. It was consistently pointed out that the real competition in tourist travel facing the Pacific Coast was that of Europe--that the reason that Europe was so successful in attracting American dollars was that Europe sells itself as a unit--including all its extraordinary variety of natural, scenic and historic attractions. In contradiction thereto, it was pointed out that the various sections of the Pacific Coast were in competition with each other, as a result of which, eastern and foreign centers of population never had the Pacific Coast placed before them as a unit. Until

the Pacific Coast would advertise itself as a unit, placing all of its attractions before the traveling public, the Pacific Coast would not secure its fair share of travel, it was declared by Redwood Empire Association "Crusaders".

Preceding these tours, newspapers throughout the Pacific Coast carried copy descriptive of the project, supplemented by direct-mail releases to leaders of various community institutions. Committees were appointed in each community to work out plans for conferences on this subject, preceding arrival of the Redwood Empire delegations.

This tremendous program was designed, initiated and carried on by the Redwood Empire Association in the face of skepticism, lethargy, ridicule and even opposition in some quarters. This "line of resistance" was gradually worn down, until now most of the organizations on the Pacific Coast are sold to the idea.

The greatest evidence of what has been accomplished is indicated in the attached clipping of a four-page "All Pacific Coast Advertising" lay-out in the Saturday Evening Post, participated in by four major advertising institutions of the Pacific Coast; namely, the Puget Sounders and British Columbians Assd.; On-to-Oregon Inc.; All-Year Club of Southern California, and Californians Inc.

The Oregon, Washington and British Columbia organizations are participating in this pool of funds largely because of the above promotional and basic selling effort over a period of years, according to certain leaders in the Pacific Northwest.

So, a very productive start has been made. The problem now is to keep the program in motion.

To this end, and for the purpose of developing greater interchange of travel throughout the Pacific Coast, a "Pacific Coast Publicity and Advertising Conference" is being called in Grants Pass May 22nd and 23rd, followed by a caravan to Portland, where the final conferences on the Pacific Coast project will be completed on May 25th.

You are urged to participate in this session. Your ideas, suggestions and criticisms will be most helpful. Your city and county will benefit materially in the form of increased tourist traffic.

Write for further information.

REDWOOD EMPIRE ASSOCIATION
85 Post St. San Francisco

William Deysher, Chairman of the Board of Supervisors, President of the Redwood Empire Supervisors Unit, and Marin County's official committeeman on the Nine-Counties Highways Committee of the Redwood Empire Association, Thursday appeared before the Highway Commission in Sacramento on behalf of the Redwood Empire Association, requesting favorable consideration of the new Highway Commission to the following projects:

(a) Budget allotment to realign and reconstruct that important sector between Waldo and Sausalito, which the Redwood Empire Association claims is one of the worst congested sectors in the State system. The Redwood Empire Association pointed out that this situation must be taken care of for it affects not only San Francisco and the entire Redwood Empire, but inter-state traffic as well.

(b) The allocation of adequate appropriation to Route 48, Macdonald-to-the-Sea Highway, no allotment having been made in the budget as prepared by the Commission. Deysher emphasized in his presentation for the Redwood Empire Association the fact that this is the only state highway lateral between the coast and valley sections within the Redwood Empire, and that as such it is entitled to major consideration by virtue of its present and potential traffic, including agricultural and commercial haul as well as tourist traffic.

(c) Adequate appropriations sufficient to purchase rights-of-way between Upper Lake and Lucerne, on the Tahoe-Clear Lake-Ukiah Highway, and also to construct this portion. The Redwood Empire Association pointed out that since this is an important lateral between the Redwood and Pacific Highways, directly serving Lake and Mendocino counties as well as the balance of the Redwood Empire, it is entitled to consideration as the only unbudgeted link in this important arterial.

(d) Deysher also urged the Commission to increase the allotment in favor of a new bridge on Route 70, Ukiah to Mendocino State Hospital, only $30,000 having been included in the budget for this project.

(e) The Redwood Empire Association urged the Commission to apply funds for permanent locational survey between Middletown, Lower Lake and Stubbs, on Route 49 --at the same time to apply an adequate amount of maintenance between now and the time major reconstruction is budgeted and authorized.

(f) The Redwood Empire Association also requested more adequate maintenance allocations to certain specific sectors, details of which have already been announced.

These recommendations were supported by Marvelous Marin Inc., which filed a formal resolution of support with the Commission prior to appearance by the Redwood Empire Association committee.

SAN FRANCISCO -- Plans for conducting Earl Lee Kelly, chairman of the California Highway Commission, over the balance of the Redwood Empire system of highways in the near future were today being compiled by the Redwood Empire Association's offices here, embracing the counties of southern Humboldt, Mendocino, Lake, Napa, Sonoma, Marin and San Francisco.

Officials of the Redwood Empire Association recently accompanied Earl Lee Kelly, Chairman, together with Highway Commissioner Harry Hopkins and Secretary of the Commission Eric Cullenward, over the Redwood Empire system of highways in Humboldt and Del Norte counties, from Eureka north, during which conferences were held with various city and county chambers of commerce, Boards of Supervisors, and other groups and individuals interested in highways in those particular counties.

New tentative itinerary compiled for Chairman Kelly's consideration and approval covers: Route 1, Redwood Highway, from Eureka to San Francisco; Route 15 Tahoe-Clear Lake-Ukiah Highway; Route 49, Stubbs to Lower Lake to Middletown; proposed new secondary highway from Middletown, to Kelseyville to Lakeport to Upper Lake; Route 16, from Lakeport to Hopland; Route 48, Macdonald-to-the-Sea Highway; Shoreline Highway as far as now travelled; the main Napa Valley route, the Geysers Highway, from Napa to St Helena to Calistoga to Lytton, Proposed new secondary road; the Sonoma Valley Highway from Santa Rosa to Schellville; Route 8 Black Point Cut-Off from Ignacio to Napa to the Napa "Y"; Tiburon-Belvedere Highway; San Quentin-San Rafael highway; Ukiah to State Hospital at Talmadge.

The Redwood Empire Association has already conducted chairman Kelly and Secretary Cullenward over the Russian River arterial highways in Sonoma County, which are now being embraced into a joint highway district. Application for State aid in the amount of $150,000 was recently made before the Highway Commission in Sacramento, at which time chairman Kelly referred to the trip he made over this routing under the direction of the Redwood Empire Association.

The Association plans to call a meeting of the various Boards of Supervisors, city and county chambers of commerce, farm bureau and grange groups, Senators and Assemblymen, newspaper publishers, and other interested organizations and individuals in the various counties, during these various inspection tours.

The Redwood Empire Association's Nine Counties Highways Committee has been conducting the official inter-county inter-city highways program and schedule during the past eleven years, under authority of the respective Boards of Supervisors of the nine counties, supported by the chambers of commerce and other organizations above mentioned.

This committee is still conducting the official highways program for the North Bay Redwood Empire counties, in which extraordinary results have been secured in the matter of obtaining state and federal appropriations to speed improvement and completion of the Redwood Empire system of highways.

When the delegates to the California State Hotel Association Convention leave for the Twentieth Annual Convention of that association in Eureka, September 24th, 25th and 26th, they will have planned to tour the entire Redwood Empire, before and after the convention, as a result of special direct-by-mail and illustrated magazine article campaign set up and conducted by the Redwood Empire Association's Hotel-Resort Conference, in cooperation with the Eureka chamber of Commerce and the Humboldt county Board of Trade.

A series of six mailing cards are being mailed one each week prior to the convention. These cards were designed by the publicity and advertising department of the Redwood Empire Association.

Borders of each card carry a series of artist sketches portraying principal attractions throughout the nine Redwood Empire counties, including: San Francisco, Marin, Sonoma, Napa, Lake, Mendocino, Humboldt, Del Norte and Josephine counties.

These border sketches are different on each card so that the principal attractions in all the counties are given featured position.

In the center of each card, a different message is printed and sent out each week, urging the hotel and resort operators from all parts of California, also from Oregon, Washington and British Columbia, to visit all parts of the Redwood Empire, and enjoy the tremendous diversity of scenic, natural and historic attractions found throughout the Redwood Empire.

The Eureka Chamber of Commerce and the Humboldt County Board of Trade are cooperating financially in this schedule, although the principal work and mechanical work are carried on by the Redwood Empire Association.

A magazine article each week is being placed and published in the five principal hotel magazines of the Pacific Coast. These articles describe in detail the attractions of the Redwood Empire, illustrated by profuse cuts featuring all attractions throughout the nine Redwood Empire counties

This work is being carried on in cooperation with the California State Hotel Association, and its affiliated Northern California Hotel Association and Southern California Hotel Mens Association.

Officials and leaders of the Oregon State Hotel Association, the Washington State Hotel Association, the British Columbia Hotels Association Ltd., are being invited to the convention, which will be of coast-wide and international significance.

Leo Lebenbaum is president of the Redwood Empire Hotel-Resort Conference, Harry Lutgens is chairman of the Publicity and Advertising Committee of the Redwood Empire Association, and Lantz Smith is secretary of the Eureka Chamber of Commerce and Humboldt County Board of Trade.

REDWOOD EMPIRE ASSOCIATION NEWS BUREAU.
Stuart B. Dunbar. 85 Post St. San Francisco.

Sacramento, Feb. 25.---Senators and Assemblymen of the nine Redwood Empire counties today joined as a unit to support highway improvements recommended by the Redwood Empire Association but ommitted from the Highway Commission's biennium budget.

Action of the legislators was taken at a joint luncheon at the Hotel Senator arranged by the Nine Counties Highways Committee of the Redwood Empire Association.

Senators and Assemblymen agreed to appear jointly before the California Highway Commission to urge the following specific highway improvements as embodied in the schedule of recommendations prepared by the Redwood Empire Association's Nine Counties Highways Field-Survey and Study Committee, an official body named by the boards of supervisors of the individual empire counties.

These projects are:

1. Re-alignment and re-construction of Route 1, Redwood Highway--Waldo to Sausalito. This section, it was pointed out, is one of the most congested in the entire state and should be entitled to first consideration.

2. Route 48 McDonald-to-the-Sea Highway, a secondary road for which budget allotment is necessary to take care of sections where improvement is imperative.

3. Tahoe-Clear Lake-Ukiah Highway, Route 15 upon which the Highway Commission will be urged to obtain rights of way between Upper Lake and Lucerne.

The Legislators also discussed legislation pending and sponsored by the directors of the Shoreline Inter-county Highway District. This legislation, which is in charge of J. B. Piatt, chief engineer for the district, calls for a re-draft of the joint highway district act. (for more detail see clipping in book.)

At today's meeting the Redwood Empire legislative delegation reiterated their support of the McCormack Bill calling for an appropriation of $3,000,000 from the state surplus to be added to the state joint highway district funds.

This bill, which is advocated by the Redwood Empire Association, if passed, will benefit the Shoreline Highway project, the Covelo Round Valley district, the Fortuna-Red Bluff arterial, the Geysers Highway and any other joint highway districts that may be formed later.

William Deysher, chairman of the Marin County Board of

#2. Redwood Empire Association.

Supervisors, presided and the legislative group attending included Senators H. C. Nelson, Humboldt county; Herbert Slater, Sonoma county; R. R. Ingles, Mendocino and Lake counties; Roy Fellom, San Francisco, and Assemblymen Charles Reindollar, Marin county; Hubert Scudder, Sonoma county; George Biggar, Mendocino and Lake counties; Robert Fisher, Humboldt and Del Norte counties; Charles Oliva, Joseph Gilmore and Melvyn Cronin of San Francisco.

Representatives of the Redwood Empire Association included H. G. Ridgway, president Marvelous Marin Inc., George C. Harlan, attorney Golden Gate Bridge and Highway District; Mayor William Nock, San Rafael; former supervisor Newton P. Howe, Mendocino county and member of the Nine Counties Field-Survey Committee, and Harry Burke, County Clerk Mendocino county.

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Copy

March 5, 1931

The following letter was addressed to the Roads and Highways Committee of the State Senate, and Roads and Highways Committee of the State Assembly.

Gentlemen:

At a recent meeting of the Nine-Counties Highways Committee of the Redwood Empire Association, in joint conference with legislators, supervisors, chamber of commerce represenatives, newspaper men, and others from the Redwood Empire counties, the following projects were endorsed:

(a) The dire need of increasing the state joint highway district fund, through the McCormack bill which calls for the appropriation of $3,000,000 from the State surplus in favor of this joint highway district fund.

(b) The urgency that gas tax moneys be not diverted for uses other than for highway improvements.

We take pleasure in transmitting this information to you, and hope that the support of your committee may be had in favor of these two timely projects, with particular reference to the McCormack bill.

Thanking you for your interest, and assuring you of our cooperation, we are

Sincerely yours,
REDWOOD EMPIRE ASSOCIATION

Clyde Edmondson,
General Manager

/d

"Front-page Editorial in the San Rafael Independent:"

"When Marvelous Marin Inc, and the Redwood Empire Association go after a project they are given recognition. These two organizations have become famed throughout the United States for their loyal support of their districts and in some respects have won international fame.

"Marin county for some time has been worried about the bottle-neck which exists on the Redwood Highway at Sausalito. The state has been spending thousands of dollars for highway improvements in Marin county leading up to Sausalito and then suddenly stoppoed, dumping all of the traffic that will be speeded up with the improvements completed in a mess near the city limits of that flourishing Marin city.

"This condition cannot persist. The Redwood Empire Association immediately got busy and with the help of Marvelous Marin Inc., and other organizations called this situation to the attention of the powers that be in Sacramento. Yesterday at a meeting arranged in Sacramento, State Engineer Purcell and the legislative delegation from this district agreed that something should be done to eliminate this bottleneck and before the bridge across Richardson Bay is completed it is hoped that work on the new sector into Sausalito will be under way.

"At the meeting from Marin County Mayor Wm. Mock, Harry G. Ridgway, president of Marvelous Marin Inc., and Supervisors Wm. Boysher. And right here and now I want to say a word of appreciation of the efforts of these gentlemen. All three of them have been giving of their time and effort for years for the benefit of this marvelous county of ours. Sometimes I wonder if people who sit at home in the evening by their firesides can vision the time that is spent by these and other progressive Marin citizens in developmental work.

"Never a week goes by but that public spirited citizens are giving of their personal time without thought of resuneration for the good of their community. Those who take part in the work of Marvelous Marin's advisory committee, executive committee and Redwood Empire Association are the men who are placing Marin county in the foremost ranks of California counties, the place where it rightfully belongs. Your property is becoming more valuable through their efforts, your highways are becoming safer through their efforts and the county is showing the most remarkable growth in its history through their efforts,

"Of course, there are many other organizations that are helping in this splendid development of Marin and I doubt if the work of these two major organizations would be effective without their support. It takes cooperation to put a county or a community over and that cooperation must be public spirited.

"Very often we find that personal feeling enters into work of this sort but it must be overlooked and the best interests of the community must be considered rather than these personalities.

"More power to the Redwood Empire Association and Marvelous Marin."

EDWARD MORRIS, President | FREDERICK H. MEYER, Past President | FRANK P. DOYLE, Treasurer | CLYDE EDMONDSON, General Manager | ELLIOT M. EPSTEEN, Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER of COMMERCE Nine Counties

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

October 31, 1931

Officers, Directors and Members,
Stinson Beach Progressive Club,
Stinson Beach, Calif.

Dear Friends:

At the 11th Annual Convention of your Redwood Empire Association, at Sonoma Mission Inn, October 17th, 1931, a resolution was submitted by the Resolutions Committee, Arthur E. Dalton, Chairman, expressing the Association's sincere appreciation to the officers, directors, committeemen and members of your organization for your splendid cooperation with, and ever-present consistent interest in, Redwood Empire Association plans and projects during the past year, which resolution was unanimously passed.

City and county chambers of commerce, and similar community and county organizations, form a principal backbone structure of your Redwood Empire Association.

The ideas, suggestions, recommendations, together with the supporting manpower made available by your organization during the past year, have been of material value in bringing about the outstanding schedule of accomplishments in the matter of securing highway appropriations and transportation improvements; in the matter of increasing tourist and vacationist traffic through joint inter-city and inter-county publicity and advertising schedule; in the matter of lengthening stopovers of these tourists and vacationists; and in other allied channels of production.

The Association is particularly appreciative of the splendid cooperation of your President and your Secretary.

To these expressions the writers wish to add their personal grateful acknowledgment.

We are looking forward with pleasure to your continued cooperation during the new fiscal year and the years to come.

Be assured of the cooperation of your Association at all times.

Sincerely yours,
REDWOOD EMPIRE ASSOCIATION
Harry Lutgens
Harry Lutgens, President
Clyde Edmondson
Clyde Edmondson, General Manager and Secretary

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
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Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

HARRY LUTGENS
President
[redacted]

FREDERICK H. MEYER
Past President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER *of* COMMERCE *Nine Counties*

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General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

-RESOLUTION RE HIGHWAY LEGISLATION-

It was unanimously recommended by the Nine-Counties Highways Committee of the Redwood Empire Association, in joint session with the Supervisors Unit, including Boards of Supervisors of the nine Redwood Empire counties, that the California Highway Commission and State Department of Public Works request the 1933 Legislature to add one cent to the gasoline tax, making a total of four cents, this additional cent to be returned by the State to the counties, on an equitable basis, in such a manner as to reduce the present county road tax, thereby reducing tax on farm lands to construct, reconstruct and maintain highways used by traffic from all parts of the state and from other states.

This resolution was introduced by Supervisor Thomas Maxwell, Chairman of the Napa County Board of Supervisors, Vice-President of the Redwood Empire Association, and President of the California State Supervisors Association.

The above resolution was submitted to the 11th Annual Convention of the entire Redwood Empire Association, in annual assembly Saturday afternoon, October 17th, Sonoma Mission Inn, Boyes Springs, Sonoma County, and unanimously passed by the officers, directors, and all constituent groups, individuals and members of the Association.

ATTEST:

CLYDE EDMONDSON
GENERAL MANAGER AND SECRETARY

(SEAL)

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
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Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

REDWOOD HIGHWAY EMPIRE
Mean Average Summer Temp. 61.9°
Mean Summer Rainfall 0.34 inch

COPY

RECOMMENDATIONS OF THE NINE-COUNTIES HIGHWAYS COMMITTEE OF THE REDWOOD EMPIRE ASSOCIATION - TO THE CALIFORNIA HIGHWAY COMMISSION AND STATE DEPARTMENT OF PUBLIC WORKS

(Unanimously approved by the entire Redwood Empire Association at its Eleventh Annual Convention - Sonoma Mission Inn Boyes Springs - Sonoma County - October 17th 1931)

I
PRIMARY ROADS

(a) Waldo-Sausalito sector, Route 1, Redwood Highway. Recommends that this sector be realigned and reconstructed at the earliest possible moment to eliminate present congested traffic hazards. See attached supplementary resolution.

(b) Cloverdale-Hopland sector, Route 1, Redwood Highway. Recommended that contract be let so that construction commence not later than January 1st 1932, as planned, particularly to provide work for the unemployed and to relieve present traffic hazards on present routing of Cloverdale-Hopland sector.

(c) Oil Well Hill, on Route 1, Redwood Highway. Recommended that funds be provided in the new budget for relocation and realignment of this sector, commencing about four miles north of Willits over what is known as Oil Well Hill, station number being: Mendocino -1-F between stations 171 and 350. Judge W F Whitney of Willits states that ten deaths have ocurred on this sector in the past four years as a result of automobile accidents. During winter months several sections of this road are covered for days, and sometimes for weeks, with frost and ice, making the road very slippery and dangerous.

(d) Route 1, Redwood Highway, Humboldt County. Recommended that remaining narrow crooked portions be realigned and reconstructed to highest standard of alignment, width and surface, particularly from Benbow to Garberville, including widening of four curves, and other similar sectors on which traffic hazards are still present.

(e) Route 1, Redwood Highway from Wilson Creeks to the Bluffs in Del Norte County. Recommended that this sector be realigned and reconstructed to modern standards of width, surface and alignment thereby eliminating the present dangerous traffic hazards. Redwood Empire Association authorized to endeavor to bring State Highway Commission and State Park Commission to an agreement as to what the alignment should be through the State park in this sector. See attached supplementary resolution.

(f) Route 1, Redwood Highway, from Crescent City south along the beach in Del Norte County. Recommended that new alignment be agreed upon and reconstruction commenced, as present road is under water at times in the winter.

(g) Route 1, Redwood Highway, from Turners Corners to Oregon line. Recommended that certain present narrow curves be widened and banked consistent with increases in traffic so far brought about, and in view of the fact that the portion from Crescent City to Grants Pass is fast becoming a commercial highway. Station numbers to be secured by Leo Ward of Crescent City.

(h) Route 8, Black Point Cut-Off. Recommended that this route be widened on both sides of Petaluma Creek and across the flat. Also that present wavy and washboard condition be eliminated. Also that fills be widened on both sides. Also that sharp right-angle turns near Napa be eliminated on account of traffic hazards at these points.

(i) Route 71, Coast Highway, from Crescent City to the Oregon Line. Recommended that this sector be realigned and straightened, as recommended by Supervisor Ira Scott of Smith River, viz: Remove point west of Henry Westbrook Sr. residence, between stakes B-145 and B-150; Remove stumps at Fort Dick; remove about two trees in redwoods near Fort Dick; realign at Wakefield between C-180 and C-185.

(j) Route 16, Hopland to Lakeport. Recommended that curves be widened and banked where required, to eliminate traffic hazards on this route sector.

-II-
SECONDARY ROADS

(a) Route 46, Klamath to Klamath Glen. Recommended that additional reconstruction and maintenance appropriations be made to widen, realign, eliminate curves, and oil this particular sector, to take care of the ever increasing traffic from all parts of the state.

(b) Route 15, Tahoe-Clear Lake-Ukiah Highway. Recommended that funds be provided for next budget to adequately reconstruct and realign nine-mile portion between Upper Lake and Lucerne.

(c) Route 20, Trinity Lateral. Recommended that present dangerous narrow crooked portions be eliminated, particularly those sectors between Willow Creek and the Trinity River bridge; also between Salyer and Burnt Ranch; also the New River Bluff and the section immediately west of Junction City; also the section between Berry's (Redwood Creek Crossing) and Willow Creek should be hard surfaced, it being practically impossible in winter months now. It is particularly urged that the State Highway Commission take immediate steps to settle on a route for the easterly terminus of this road, from Junction City to a connection with the highway to Redding, so that construction may not be further delayed.

(d) Route 48, Macdonald-to-the-Sea Highway. More capital outlay for repairs and upkeep. See attached supplementary resolution. Station numbers are to be had from Supervisor Ed Haehl of Anderson Valley, and Newton P. Howe, former chairman of the Board of Supervisors of Mendocino County.

(e) Route 49, Middletown to Lower Lake to Stubbs. Recommended that funds be made available in the next biennium budget to adequately realign and reconstruct this sector of modern standard of alignment width and surface, consistent with traffic increases moving between Lake County and the San Francisco Bay section via Carquinez Bridge or ferry via Napa Valley.

III
JOINT HIGHWAY DISTRICTS

(a) Russian River arterials Joint Highway District - in Sonoma County.

(b) Recommended that state aid be allotted, under State Joint Highway District Funds to Shoreline Highway, based on request to come direct from the Directors of the Shoreline Joint Highway District.

(c) Recommended that State aid, under State Joint Highway District Funds, be allotted to Covelo-Round Valley Highway, based on request to be made direct by the Directors of this particular joint highway district when and as completed.

IV
LEGISLATIVE MATTERS

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The foregoing Recommendations passed by the Nine-Counties Highways Committee of the Redwood Empire Association, by unanimous vote, submitted to the Eleventh Annual Convention of the Redwood Empire Association at Sonoma Mission Inn , Boyes Springs, Sonoma County, in the State of California, this seventeenth day of October, 1931.

FRED H MEYER
CHAIRMAN - Nine Counties Highways
Committee - of the
Redwood Empire Association

ATTEST:

CLYDE EDMONDSON
General Manager and Secretary.

(SEAL)

EDWARD MORRIS, President | FREDERICK H. MEYER, Past President | FRANK P. DOYLE, Treasurer | CLYDE EDMONDSON, General Manager | ELLIOT M. EPSTEEN, Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER of COMMERCE Nine Counties

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

- COPY -

California Highway Commission, and
State Department of Public Works
Sacramento, California

Gentlemen:

It is my pleasure to transmit to you herewith, on behalf of the Nine-Counties Highways Committee of the Redwood Empire Association, endorsed by the entire Association at its Eleventh Annual Convention at Sonoma Mission Inn, October 17th, official Recommendations affecting the Redwood Empire system of highways, including primary and secondary roads, joint highway districts, and certain legislative matters.

These Recommendations are official in character, inasmuch as the Boards of Supervisors of the nine counties participated in the meeting of the Nine Counties Highways Committee at the Annual Convention, when these Recommendations were agreed upon. There were also present officials and representatives of the various city and county chambers of commerce throughout the Redwood Empire, representatives of farm bureau and grange units, and other interested groups and individuals from all parts of the Empire.

In addition to the master schedule of Recommendations hereto attached, are enclosed supplementary resolutions dealing with the Waldo-Sausalito sector of the Redwood Highway, Route 1, the other dealing with the Wilson Creek to the Bluffs sector of Route 1, Redwood Highway in Del Norte County, together with supporting resolution from the Mendocino County Board of Supervisors.

We should be very happy to appear before your Honorable Commission in further support of these Recommendations at any time you may designate.

Thanking you for your favorable consideration of these requests, and assuring you of our cooperation at all times,

Sincerely yours,

FRED H MEYER
FREDERICK H MEYER, General Chairman
Nine-Counties Highways Committee

/encls.

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
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Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
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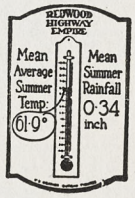
Redwood Empire and North Coast Counties District Chambers of Commerce



Redwood Empire Assn. News Bureau
85 Post St., San Francisco

Consideration of future plans for financing and constructing the Redwood Empire Shoreline Highway will be the principal business of the day when the officers and directors of the Shoreline Highway Association, subsidiary of the Redwood Empire Association, meet in annual session at Sonoma Mission Inn next Saturday morning.

The meeting will be one of themany important sessions of the eleventh annual convention of the Redwood Empire Association, which opens at the Inn Thursday evening, continuing through Sunday.

Participants in this session will include Supervisor Fred Suhr, of San Francisco, president of the original Shoreline Joint Highway District, together with his board of directors; Newton P. Howe, of Point Arena, president of the Shoreline Highway Association, with his directors and affiliated groups, and Supervisor Victor Canepa, of San Francisco, president of the Shoreline Joint Bridge District, No. 16, which recently completed the Russian River Bridge at Jenner.

Supervisors from the counties of San Francisco, Marin, Sonoma, Mendocino and Humboldt, comprising the Shoreline Joint Highway District, as well as chambers of commerce and other interested groups and individuals have been invited to participate.

It is anticipated that a sector of sectors of the proposed Shoreline Highway will be selected for recommendation for inclusion in the State secondary highway session by the next legislature in 1933.

Plans also will be considered and acted upon relative to securing further State aid in favor of the Shoreline Highway under the State Joint Highway District Act as redrafted and enacted by the last legislature under the sponsorship of the Redwood Empire Association and its affiliated groups.

The Shoreline Highway project was initiated by the Redwood Empire Association some years ago and the association and its subsidiary, the Shoreline Highway Association have successfully carried on with it since, the first completed unit being the bridge at Jenner, dedicated and opened to traffic October 4.

The dedication was sponsored by the Redwood Empire Association and, through theadvertising and publicity department of that organization, given wide publicity throughout the state.

According to the convention schedule, the Shoreline Highway Association meeting is scheduled to be called at 8:30 o'clock Saturday morning, immediately preceding the meeting of the Nine Counties Highways Committee.

Findings and recommendations arrived at during the former session will be submitted at the latter in order that they may be passed upon and included in the highway program that will be set up.

In addition to the officers of the Shoreline Joint Highway District, the following directors ~~##########~~ will take part in the Shoreline session:

Supervisors C. J. Gardner, Marin; Fred Lowell, Sonoma; Charles Perkins, Mendocino, and B. F. Flint, Humboldt.

Other officials of the district to participate will be Chief Engineer J. B. Piatt and Deputy Secretary, George Sanborn, both of Santa Rosa.

Directors of the Shoreline Highway Association who will take part in themeeting are:

Supervisors Victor Canepa/and Andrew J. Gallagher, Fred Suhr Elliot M. Epsteen and Frederick H. Meyer, San Francisco; Supervisors C. M. Gardner/and A. Martinelli; R. Anderton, O. C. Cappelman, William Deysher Harry G. Ridgway and Judge A. H. Upton, Marin; Supervisors Willard J. Cole and Fred Lowell; Frank P. Doyle, B. B. Hinshaw and H. C. McCaughey, Sonoma; Supervisor Charles Perkins, A. Brown, Newton P. Howe, Edward Morris and W. J. Schultz, Mendocino; Supervisors George Cole and B. F. Flint; George Brice, T. W. Hine and Wynn Meredith, Humboldt.

—30—

REDWOOD EMPIRE ASSOCIATION NEWS BUREAU.
Stuart B. Dunbar. 85 Post St. San Francisco.

Denouncing the report of the joint Assembly and Senate Committee on the scenic preservation of the state highways as "a worthless document, made up of excerpts from a publication of one of the large outdoor advertising companies," the Redwood Empire Association today was preparing to file a protest with the state legislature.

According to Edward Morris, president of the association, the position taken by the committee that there is nothing to cure in the present law is the point upon which the group he represents proposes to base its fight.

"This report," Morris declared, "is palpably an attempt to 'whitewash' the big billboard interests, or 'outdoor advertisers," as they prefer to be called.

"The Redwood Empire Association has pioneered the scenic preservation plan for the area it represents and no effort will be spared to protect the position we already have gained."

According to Morris, there are many noticable defects in the present law and the need for more drastic control of the highways of the state to regulate billboards, roadside concession structures and other forms of cheaply set up business is growing greater each year.

"But the joint committee simply seeks to sidestep this question by taking the position that the law, as it now stands, is adequate," he said.

"The Committee overlooks the fact that the transportation value of California's highways is peculiarly a matter of scenic preservation if we are to continue to benefit with a large income through tourist travel.

"Nothing could be more ridiculous or further from the truth than the assertion of the committee that the highways are merely means of communication.

"But the 'nigger in the woodpile' shows his head when this report is compared with a brochure put out by one of the large outdoor advertising companies. A casual glance will show that this 'report' is largely made up of a series of excerpts from this publication and that the committee has not obtained the true facts from observation."

Morris said that no effort has been made by the committee to analyze the need for set-back lines to insure the state highways against defacement in the future, other than through the provisions of the existing law against obscuring vision.

The property owners' pledge, stressed in the report, was branded as worthless by Morris, who declared it to be uninforcible because of the fact that it does not constitute a contractural relation between the parties signing.

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Attached legislative action is self-explanatory. If consistent with your policy, it would be helpful and effective if you and your organization would support this action by communicating with your representatives in Sacramento and with the Governor.

Edward Morris, President

EDWARD MORRIS, President | FREDERICK H. MEYER, Past President | FRANK P. DOYLE, Treasurer | CLYDE EDMONDSON, General Manager | ELLIOT M. EPSTEEN, Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER of COMMERCE · Nine Counties

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General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

April 20, 1931

Dear friends:

The Executive Board of your Redwood Empire Association, at its April meeting, Palace Hotel, San Francisco, April 17th, 1931, took the following action with respect to bills mentioned:

(a) Opposed any changes in that portion of the County Government Act pertaining to the provisions enabling county Boards of Supervisors to tax for advertising and exhibit purposes. In other words, the Executive Board believes that no change of any kind is essential.

(b) Approved Assembly bill 1700, by Scudder, designed to more adequately regulate signboards on the highways.

(c) Opposed report of the Senate and Assembly Committee on the scenic preservation of Highways, as recently submitted to the legislature. This report is incorrect in that signboards are not adequately regulated and are fast becoming a nuisance in spoiling the scenery along the highway, particularly in the Redwood Empire Section.

(d) Opposed Assembly bill 1332 for the reason that it is imposing unnecessary enactments and impractical limits and restrictions on Boards of Supervisors in various counties, drastic in terms and impractical from the standpoint of a district situation.

(e) Senate bill 578 and Assembly bill 1394, having to do with Joint Highway District act provisions were approved and endorsed. This will render more practical and workable the Joint Highway District Act, at the same time giving better and more adequate protection to taxpayers and business interests as compared with the present act. Although it is not perfect it is far better than the present act.

(f) Senate bill 7, by Mc Cormack, designed to appropriate $3,000,000 to the State Joint highway district fund, from the state unbudgeted reserve. The present joint highway district fund is committed up to 1933, rendering it impossible to secure any allocations from this State fund in favor of present joint highway districts, or joint highway districts in the future to be organized.

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
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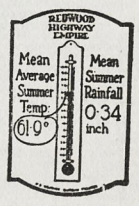

Unless such appropriation measure be passed such important projects as the Shoreline Highway, the Geyser Highway, the Fortuna-Red Bluff Highway, and the Covelo-Round Valley Highway will be delayed even though the counties in some districts are ready to go ahead and pool a fund on their own behalf to help finance the highways mentioned.

Since no additions of secondary mileage were taken into the system from any part of the Redwood Empire, our only hope is that of pushing these joint highway districts above mentioned. If no funds are made available from the State, the Redwood Empire counties will not receive fair treatment from the State.

(g) Senate concurrent resolution No 10 was opposed, for the reason that if we restrict additions of secondary mileage in 1933 to 15% of the present mileage, in the ratio of three or four to one in favor of the south, it would provide only a maximum mileage for addition toteling 86 miles plus for the northern forty-five counties. The Redwood Empire counties have a greater mileage than this that can now qualify for inclusion in the secondary system in point of traffic loads and future traffic requirements, which are too great a burden for the farmers and agricultural land owners at the present time. These farmers and land owners are forced to pay tremendous taxes to maintain and construct roads used by traffic coming from all parts of the state and other states.

The Redwood Empire Association willingly cooperated in the secondary road program in point of additions this year, anticipating a fair deal next session. The restriction clause does not give the Redwood Empire an opportunity for fair consideration in 1933.

Hoping this information will be of interest to you, and expressing greetings and kindest regards,

Sincerely yours,

REDWOOD EMPIRE ASSOCIATION

Edward Morris
President

/ap

LUNCHEON MEETING OF THE EVENTS AND CELEBRATION COMMITTEE
OF THE
REDWOOD EMPIRE ASSOCIATION

Tuesday, March 24, 1930-12:15 Noon
Hotel Petaluma Petaluma California

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The meeting was called to order by M. Goldman, Petaluma's Director in the Redwood Empire Association.

Those present signed registration sheet attached hereto.

Mr. Goldman introduced Mr. Bjorn, President of the Petaluma Chamber of Commerce who extended the greeting of Petaluma to the group.

Mr. Goldman then presented H.G. Ridgway, General Chairman of the Committee, who presided.

Reading of the minutes of last meeting dispensed with as copies had been mailed to all members.

Memebers were asked if there were any needed corrections to the Events and Celebrations folder.

Attention was called to the clippings of the publicity secured by the Association for the Cloverdale Citrus Fair and that such service was available for all events in the Redwood Empire.

The matter of holding a Pacific Coast Crusade or Pacific Coast Conference during the spring months was discussed and plan and itinerary presented for a meeting of the directors in Lake County May 20, from there to be joined with representatives from other sections and proceed to Grants Pass for the dedication of the Caveman's Bridge, inviting representatives from British Columbia to Mexico to participate in the conference (Tourist) in Grants Pass, or to extend the caravan to Portland for a conference.

Mr. George Sabin, representing the Grants Pass Chamber of Commerce and Oregon Caves, extended the invitation of Grants Pass to hold the conference in that city, stating that should the members decide that it was to the best advantage of the movement to hold this meeting in Portland that Grants Pass would cooperate in whatever plan might be worked out.

The four-page spread in the March 21 Saturday Evening Post, showing the beauties of the entire Pacific Coast, was exhibited as being a direct out come of the Pacific Coast Crusade of 1930, and other caravants and followup campaigns initiated and conducted by the Redwood Empire Association. This advertising was made possible by a pool of funds of the various organizations of the Pacific Coast. The Redwood Empire Association "sold" the original idea, it was stated by Mr. Sabin.

A telegram was read from Grants Pass extending greetings and invitation to celebration of the completion of Caveman'a Bridge and to hold the Conference in that city.

The advantages of the two plans were discussed and analyzed as follows:

Grants Pass. 1. Closer to Southern California possible get more delegates from that section. 2. One of the communities of the Redwood Empire and creates that much addition publicity. The bringing of Governors and officials of the entire coast to the bridge dedication and Conference creates news value.

Portland: 1. Closer to news exchanges get a larger attendance from the Pacific Northwest, possible less from California.

Chairman Ridgway gave a summary of the itinerary to Portland.

Mr. Sabin suggested that the Portland Chamber of Commerce held a Forum luncheon on each Monday and if possible to reach there with the Caravan on that day would be a good contact.

It was then again suggested that a preliminary Pacific Coast Advertising Conference be held in Grants Pass, then that the Caravan proceed to Portland, for final general conference.

Motion by Mr. Young, seconded by Mr. Smith that it be the plan to go to Grants Pass for bridge dedication and Conference, caravan to go on to Portland. Carried.

H.G. RIDGWAY, Chairman
Fish and Game Committee

It was agreed that the Chambers of Commerce would immediately start to work to secure delegates to enter into this caravan and Conference.

Mr. Edmondson stated that the Association had received a letter from Lou Perske of Eureka, asking that consideration be given special conducted motor coach tours.

Considerable discussion followed:

Mr. Edmondson suggested that an invitation might be extended by the Junior and Senior Chambers of Commerce of San Francisco to the Los Angeles Chamber of Commerce to hold an inter-city meeting for the purpose of seeing all Redwood Empire attractions.

Mr. Phelps agreed to take this up with his organization.

Ridgway "This is the order and we will consider this disposed of."

Mr. Hurd presented a plan he had in mind to send a special train tour, similar to the Pacific Coast Crusade. to Portland at the time of the Rose Festival, but in view of the proposed trip to Grants Pass and Portland withdrew this idea. Suggested that it be considered in 1932.

Announced that the Elks Caravan would go to Seattle for convention July 6-9. Every Chamber of Commerce was requested to write a letter to the Los Angeles Elks Lodge suggesting that the caravan be routed through the Redwood Empire, preferably on the going trip.

Mr. Smith stated that the Eureka Lodge and Chamber of Commerce had extended such an invitation including pictures and setting forth the attractions of a caravan through the Redwood Empire. Santa Rosa, Petaluma, San Rafael, Grants Pass reported that similar invitations were in.

The meeting then adjourned.

Ardis Roberts,
Minute Secretary

MINUTES OF THE CHAMBERS OF COMMERCE UNIT OF THE

REDWOOD EMPIRE ASSOCIATION

HOTEL PETALUMA PETALUMA - CALIFORNIA

TUESDAY MORNING, 10:A.M.
MARCH 24,1931

The meeting was called to order by Chairman Stanley Jones of Sonoma County, Each members igned registration sheet, per attached list, and introduced himself as to name, business represented, and community.

Mr. Jones announced that Mr. V.M. Moir of the California State Chamber of Commerce had asked to be permitted to sit in the meeting.

As the minutes of the last meeting had been mailed to each member, Mr. Smith moved that minutes be approved without reading, seconded by Mr. Young.

Mr. Jones announced that the purpose of this meeting was to hear the Report of the Arch Marker Committee as to a final decision in style of arch marker, locations, etc., to outline plans to secure longer stop-overs of tourists; the meeting of the events and celebrations Committee; the election of officers for the ensuing year.

Mr. Peterson made a report of the Arch Marker Committee meeting held at 8 o'clock, March 24, in that the committee had recommended that the design as submitted be adopted, but that further time would be needed to decide material to be used. The committee had also recommended that each county be allowed 5 markers, location lists to be furnished by the County Chamber of Commerce in each County. The matter of securing sites for the markers, which would mean private property, to be left up to the Chambers of Commerce; The Committee report on material to be ready in two weeks.

Mr. Goldman moved, seconded by Mr. Smith that "Redwood Empire Association" be the only name to appear on the markers. Carried.

Copy for tablets for these markers it was agreed, is to be submitted by the Chambers of Commerce, the final wording to be prepared by a technical man of the Redwood Empire Association.

The matter of erection of markers came up for discussion and on motion of Mr. Young, seconded by Mrs. Fuller it was agreed that the matter of erecting these markers be left entirely to the Redwood Empire Association. Carried.

For the benefit of late arrivals Mr. Jones again stated that the action taken by the Arch Marker Committee.

Mr. Jones called for reports on parking space set aside for tourists in the various towns.

It was mentioned that Santa Rosa was working on this project and that Ukiah was planning to ask the City Council to set aside one block in front of the Court House on the Redwood Highway to be used for Tourist Parking only.

Attention was called to the value of "Where-To-Go Itineraries" for tourists. It was suggested that each community compile itinerary of side trips, attractions of stopovers, hunting and fishing information, mimeograph, or multigraph in some brief form to be placed where it would get into the tourists hands.

Mr. Peterson suggested that it might be well to have each community send this information in to the Redwood Empire Association to be compiled in one folder.

Mr. Smith also expressed the same idea and that no matter which Chamber of Commerce a tourist might visit they would secure the information about all of the towns.

Whether or not such a booklet would be too large was also discussed.

Mrs. Fuller moved, seconded by Mr. Smith, that it be recommended to the Publicity Committee of the Redwood Empire Association that a suitable folio of points of interest as centered in each community be recommended for publication.

Attention was called to the need for education of "Traffic directors", such as Auto Camp, hotel, resort, and service station employees. Suggested that such educational program be carried on by the local Chambers of Commerce in endeavor to have these employee give our correct and beneficial information as to the points of interest in their own community and nearby section. It was suggested that each Chamber of Commerce call a meeting of these representatives and sell them the idea of having this information available.

Mr. Phelps suggested that handbooks be prepared for service station, auto camps employees, possibly mineographed information as to side trips and interests points, illustrated by photographs, which need only be post cards.

Mr. Edmondson stated that other organizations think enough of the value of educating these traffic directors to put out field men to carry on such a program.

Mr. Jones mentioned the possiblity of Chambers of Commerce tieing in with the Sports Clubs to secure information as to hunting and fishing.

Mr. Edmondson announced that the Association had a supply of attractive posters of Redwood Empire scenes put out by the Pacific Greyhound Lines and the Southern Pacific Company for distribution to the various Chambers of Commerce upon requisition, these to be placed in service stations, hotels, etc.

Announced that each Chamber of Commerce striving to secure a Convention for their community should contact the Redwood Empire Association and if there was no competition within the Empire for the same convention the Association would assist in securing the Convention. Mention was made of the method used in securing the California Hotel mens Convention by the cooperation of all of the communities within the Redwood Empire, and that the same method was used with reference to the Newspaper men's summer outing.

Mr. Jones asked for a report from the State Fair Exhibit Committee Mr. Ridgway reported that the matter had been investigated and the committee had decided that the time was not right for a consolidated exhibit, that the idea might be worked out in about two years.

Mr. Kenyon of San Rafael, the Redwood Empire Director of the State Fair Exhibitors, stated that he had gone into the matter with the various counties and found that some were not willing to relinquish the space now used downstairs, but that he thought within 2 years it could be worked out, as a change was being made in buildings on the Fair Ground so that the concessions now on the second floor would be moved and that a building was being planned for permanent exhibits.

Committee was continued in this matter to keep in touch with the situation.

Mr. Ridgway reported that the Redwood Empire Association planned to have a permanent exhibit installed in Los Angeles.

Mr. Jones announced the next order of business the election of officers. Mr. Moir of the California State Chamber of Commerce excused himself.

Mr. Hurd of Santa Rosa conducted the meeting during the election of President.

On motion of Mrs. Fuller, seconded by Mr. Ridgway, Mr. Stanley Jones was nominated for this office. Nominations declare closed and Mr. Jones elected.

Mr. Jones resumes chair and asked for the reports of the Counties for Vice-Presidents. These elections had not been completed by the Counties and it was agreed that a further notice go to the County Chambers of Commerce asking that these appointments be made.

The meeting then adjourned to the Luncheon meeting of the Events and Celebration Committee.

Ardis Roberts
Minute Secretary.

REDWOOD EMPIRE WINTER TRAFFIC SHOWS INCREASE

South-bound out of state traffic through the Redwood Empire whowed a general average increase of 28 percent plus for the three months January, February and March of 1931, as compared with the same three months of 1930, according to figures received by the Redwood Empire Association, as taken by state agricultural checking station at Clam Beach in Humboldt County.

The Redwood Empire Association's Publicity and Advertising Department, as fast as improvements to highways were secured by the Nine Counties Highways Committee, has been bidding for the tourists and vacationists by conducting winter publicity campaigns, according to Harry Lutgens, general chairman of the Redwood Empire Association's Publicity and Advertising Committee.

This remarkable increase in foreign car traffic indicates the effectiveness of the Redwood Empire Association's publicity schedule, and that of city and county chambers of commerce, Boards of trade, and all business enterprises throughout the Empire, and this traffic increase also indicates the possibilities available to the Redwood Empire cities and counties in creating winter and all-year round traffic, which will mean new cash revenues pouring into the Redwood Empire cities and counties from outside points, during every month in the year.

A definite, accurate traffic check of this kind is of great value to the Publicity Department of the Association and to constituent units and individuals who are financing the Association.

Following is a summary of the figures as taken by the State Agricultural checking station.

		Cars	Passengers
Jan	1930	395	994
	1931	601	1449
Feb	1930	380	995
	1931	449	1120
Mar	(to Mar 22 Inc)		
	1930	314	812
	1931	352	892
Three months	1930	1089	2801
	1931	1402	3461
Inc. 1931 over 1930		313	660
% Increase		28%	23½%